

How To Prepare For A Career Event

Before the Career Fair

- Research information about specific companies [attending the event](#).
 - Suggested research tools:
 - § [Hoovers](#)
 - § Company website
 - § Career Services Library
- Focus your job search; identify what you want in a job and company
- Dress for success! **PROFESSIONAL ATTIRE IS REQUIRED**
 - **Men**
 - § Two-piece suit (solid colors vs. print or patterns)
 - § Wear polished shoes with knee-length socks that avoid exposing skin
 - § Tie pattern should be simple
 - **Women**
 - § Suit with knee-length skirt and tailored blouse
 - § Pantsuits are more acceptable now, but save them for after you obtain the job
 - § Keep accessories and make-up simple
- Things to leave at home
 - Cellular phones
 - Excessive cologne or jewelry
 - Bad manners or negativity
 - Friends and family
 - Inappropriate language
 - Controversial views or offensive topics
- Anticipate and practice possible questions
- Use all resources to network before the event
- Prepare a one-minute script about yourself
 - **Example:** “Hello, my name is Jane. I am a senior majoring in Advertising/ Public Relations. Last summer I completed an internship in the advertising division of Frito Lay. I am interested in broadening my experience and I read that your company is embarking on a new advertising campaign for the next quarter.”

At the Career Fair

- Arrive early
- Bring a number of updated resumes
- Check in at Student Registration table for an event map and a nametag
- Collect a business card from interesting employers

Use your one-minute script about yourself to start conversations with employers