

# Prepare for the Fair Workshop

featuring Techtronic Industries (TTI)

[careers.ucr.edu](https://careers.ucr.edu)

CONNECT. INSPIRE. EMPOWER.



# Agenda

- **Ice Breaker**
- **Employer Evaluation**
- **Prepare to Impress**
- **Create a Game Plan**
- **Dress to Impress**
- **Communicate to Impress**
- **Impress with your Resume**
- **Create a Lasting Impression**

# What You'll Learn Today

At the end of this workshop, you will be able to...



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**Explain why networking is important**



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**Identify who is in your network and where to engage in networking**



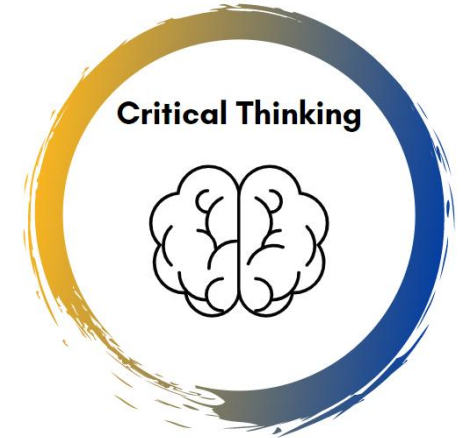
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**Understand the process of initiating professional relationships and how to maintain connections**





# NACE CAREER READINESS COMPETENCIES



*Obtaining requisite competencies that broadly prepare college graduates for a successful transition into the workplace.*





# Ice Breaker

Practice talking about yourself and really take the time to reflect on your concerns.

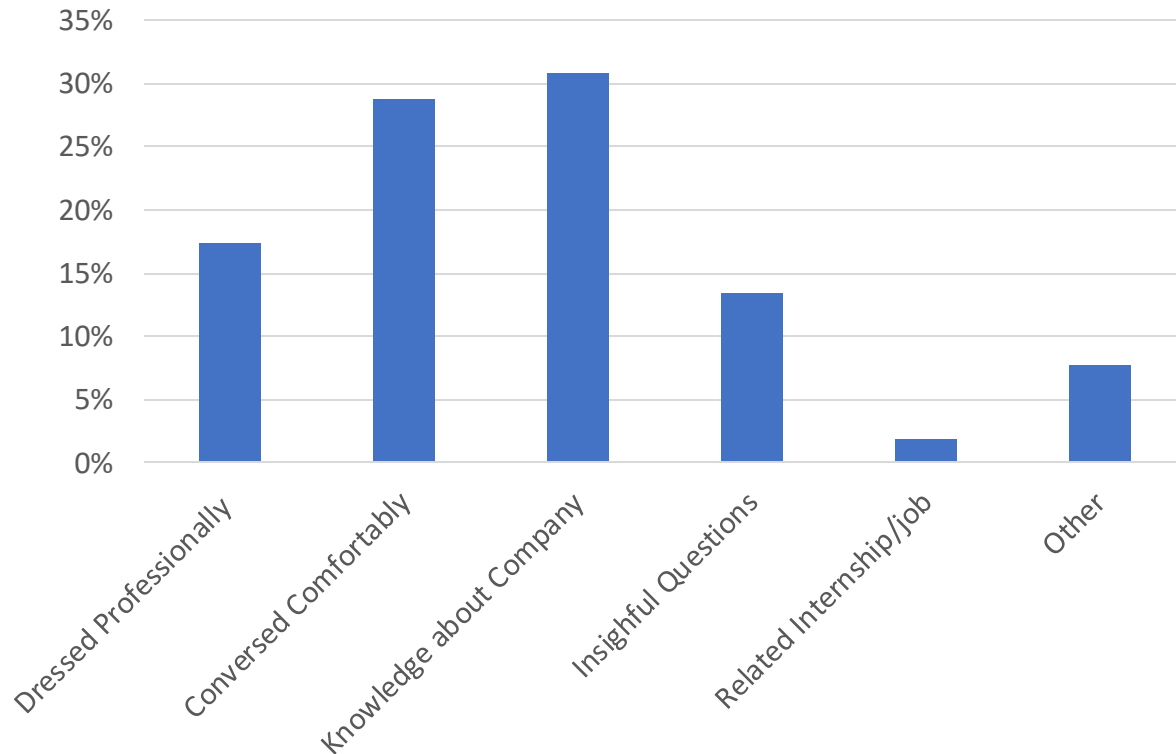
## Activity

- Turn to your neighbor and introduce yourself.
- Then tell each other your biggest job fair concern.

# Employer Evaluation Feedback

Of the students that you considered “top candidates,” which of the following were most important in setting them apart from others?

## Employer Feedback



## Comments

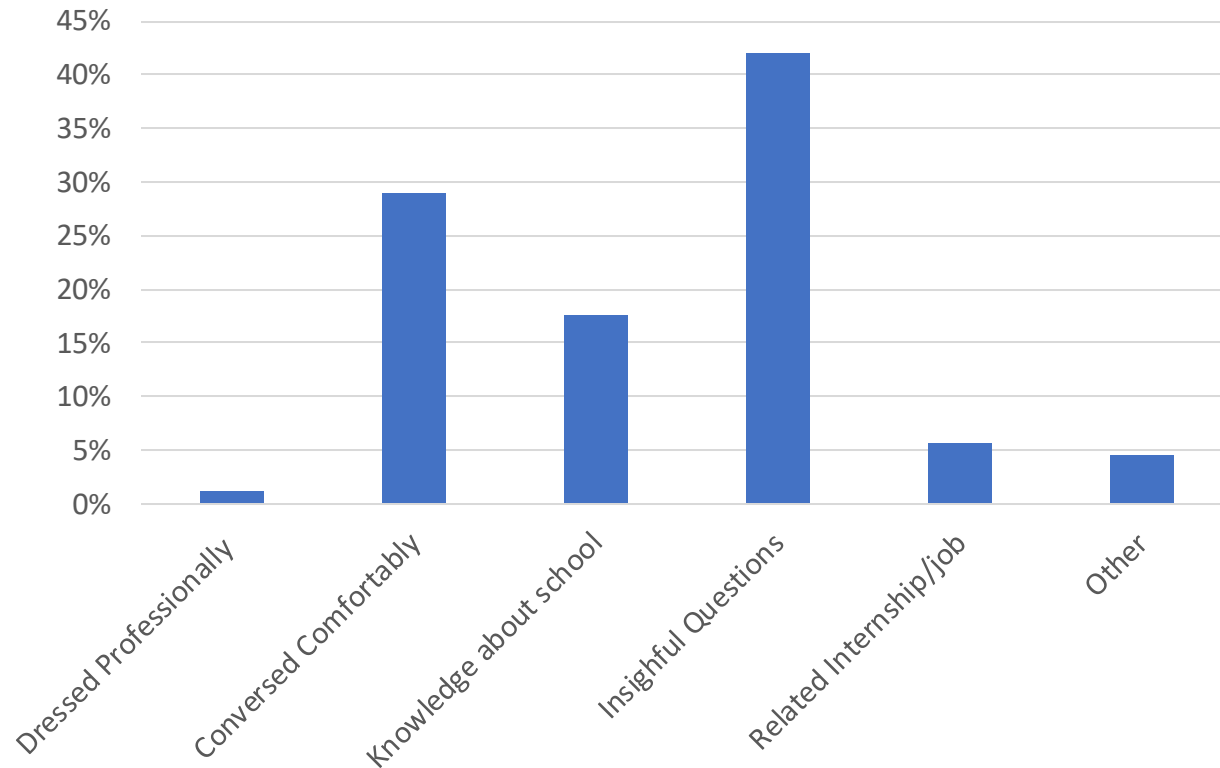
- Retail Experience
- Researching the Company
- Knowledge of the company and interest in the position
- Degree they are pursuing
- Research company
- Interpersonal Skills
- Company Knowledge
- Drive, descriptions of what they do differently



# Graduate Admissions Reps Feedback

Of the students that you considered “top candidates,” which of the following were most important in setting them apart from others?

**Graduate Rep Feedback**



## **Comments**

- Clear Interest-Goals
- High GPA
- Level of interest
- Research experience, focus on a particular program/degree
- Has done research in the field of study
- Desire to be in the program
- Able to articulate their needs.

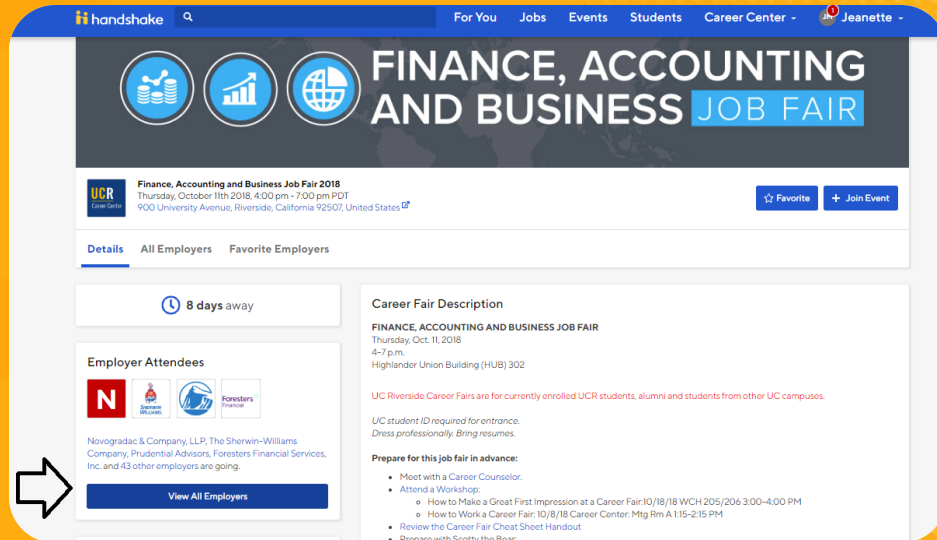


# What are your Goals?

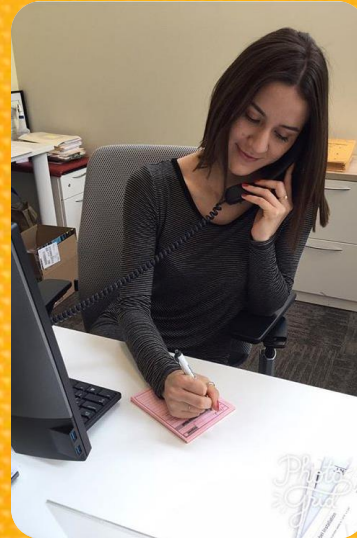
- Network to build contacts/practice
- Identify employers with jobs/internships in your field
- Gather information
- Not sure?



# Preparation Before the Fair



The screenshot shows the Handshake website interface for the "FINANCE, ACCOUNTING AND BUSINESS JOB FAIR". The page includes a navigation bar with "For You", "Jobs", "Events", "Students", and "Career Center". The main content area features a "Career Fair Description" for the event on Thursday, Oct. 11, 2018, from 4-7 p.m. at the Highlander Union Building (HUB) 302. It lists "Employer Attendees" such as Novogradac & Company, LLP, The Sherwin-Williams Company, Prudential Advisors, and Foresters Financial Services, Inc. A "Prepare for this job fair in advance" section provides a checklist of tasks like meeting with a Career Counselor, attending a workshop, and reviewing cheat sheets. A white arrow points to the "View All Employers" button.



The infographic is titled "RESUME EVERYTHING YOU NEED TO KNOW" and is divided into three sections: "Why Have A Resume?", "Create Your Resume", and "Things To Do With Your Resume". It includes a photograph of a woman in a business suit shaking hands with a man. The text explains that a resume is essential for a well-planned job search and provides a checklist of tasks for creating and using a resume.

## RESUME

EVERYTHING YOU NEED TO KNOW

### Why Have A Resume?

A well-written resume is an essential component to conducting a well-planned job search. The primary purpose of a resume is to market your skills, education and accomplishments as they relate to the position for which you are applying.

### Create Your Resume

Career Counselors are available (by appointment or during drop-in hours) to help you get started, or to critique what you already have.

- Craft your resume on a blank Word document. As a guide, refer to the Sample Resumes found on [careers.ucr.edu/essential/jobsearch/resumes.html](https://careers.ucr.edu/essential/jobsearch/resumes.html).
- Use the worksheet on our [Resume Handout](#).
- Attend a [Resume Writing workshop](#).

### Things To Do With Your Resume

- Continuously update your resume, and tailor it to each position for which you apply.
- Interview for an internship or job without leaving campus! In the "Jobs" section of your Handshake account, click on...

- Look on [careers.ucr.edu](https://careers.ucr.edu) to review the list of employers attending the fair.
- Research employers by visiting company websites.

- Prepare a list of questions to ask employers.
- Gain confidence by practicing your questions out loud.

- Develop a strong resume with the help of the Career Center.

# Career Fair Game Plan



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## Identify Items that you want to carry to the event

- Resumes
- Portfolio or folder
- Bag for company literature/materials
- Pen



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## What do you want to be known for?

Reputation, Personal Branding, Credibility



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## How do you get there?

Short and Long Term SMART Goals



# Networking Tips

## When attending a networking event...

- Set goals
- Practice and become comfortable with YOUR story & 30-second pitch
- Meet new people & introduce others
- Listen for opportunities – ask questions!
- Be prepared to follow up

# Sample Questions for Networking

## PROFESSIONAL:

- How did you get into your profession?
- What parts of your job do you find most challenging?
- What do you find most enjoyable?
- Are there any negatives to your job?
- What is a typical day like for you?
- How would you describe the corporate culture?
- What skills are required in your position on a day-to-day basis?
- What is unique about your company?
- What advice do you have for someone looking to get into your field of work?
- What's the best business advice you have ever received?
- Who else do you recommend that I should talk to \*tonight\*?

## PERSONAL:

- What is the best job you've ever had? What's the worst?
- Where did you grow up?
- What do you like to do outside of work?







# Let's Practice!

**Join your breakout room, pitch yourself, and take turns asking each other these questions:**

**Have you chosen a major? How did you choose it? What are some of your interests that you want to explore in college? What do you do for fun?**

# Debrief

- How did you feel?
- What did you learn?
- What would you change for next time?

# Connecting Virtually



**675+ Million Members**

Manage your professional identity. Build and engage with your professional network. Access knowledge, insights and opportunities.



**Connect with the world around you!**

Connect with family, friends, colleagues, peers. Join groups and learn about opportunities in your local area!



**It's what's Happening**

From breaking news and entertainment to sports and politics, get the full story with all the live commentary



**Bringing You Closer to People & Things**

Follow internship and company pages. Post content and spread knowledge. Create your brand and use IG for networking!



# Building Relationships via

- Research UCR alumni in fields/occupations you're interested in
- Scroll through their profiles to see if it's someone you want to talk to/learn more about
- ***Send a personalized note with your invitation to connect*** to increase the chances of them accepting
- Consider asking professionals for an “informational interview”
- *Remember*, the worst thing that could happen is **nothing**



Hi Julia,  
My name is Alex Highlander. I am in my senior year at UCR as a History major. Your career as a non-profit professional is inspiring and I would love to connect with you to learn more about what you do and how you achieved all that you have! Thank you for the opportunity to be a connection on LinkedIn.

# Conversation Starters on **LinkedIn**

## Examples of what **NOT** to write:

- Can you help me?
- Can you refer me to [this] job?
- I would like to connect with you on LinkedIn

**Be mindful of the 300-word limit when messaging initially.**



# Common Mistakes & Bad Networking Habits

- Hanging out with the same person or staying in cliques
- Staying by the food table/bar for too long
- Not engaging in full conversations
- Fail to make eye contact and smile
- Asking closed-ended questions
- Lack of attention and focus
- Display disengaged body language
- Too informal too soon
- Ask for too much
- No follow-through
- Forget to have fun!



**I've started the  
conversation... now what?**





## **The Email Intro:**

**Your professor has given you the name and email address for an UCR alumna working in the field you want to work in.**

**What is the appropriate way to introduce yourself via email?**

# What's the Difference?

Hi Clara!

It would be really cool to meet you and learn about your career path. It would be really nice if I can get 15-20 minutes of your time. Well, looking forward to your reply.

- Ali H.  
Student

"The unexamined life is not worth living"

Dear Dr. Lee,

I am a junior majoring in History at the University of California, Riverside. Professor Addison suggested I get in touch with you regarding my interest in the preservation of local historical districts.

Although I am not currently looking for a job, I am very interested in learning all that I can about typical career paths in this field and what skills I might need to develop. I would greatly appreciate 20-30 minutes of your time to ask you questions about your current position and the challenges/regards involved. Thank you for your consideration. I look forward to contacting you to arrange a time.

Sincerely,  
Allison Highlander, UCR History 2021  
(951) 222-3333 | [ahighlander@ucr.edu](mailto:ahighlander@ucr.edu)

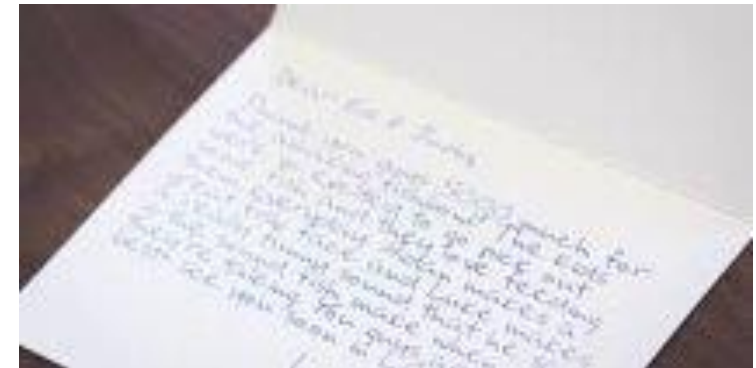


# The Final Touches



# Follow-Up & Maintaining Relationship

- Thank you note
- Progress emails
- Related articles
- Professional development or programming
- Community involvement
- Holiday greetings or personal congratulations





**What questions do you  
have?**

## location

ENTRANCE IS BETWEEN UNIVERSITY LECTURE HALL  
AND SKYE HALL, UNDERNEATH THE UCR BOOKSTORE

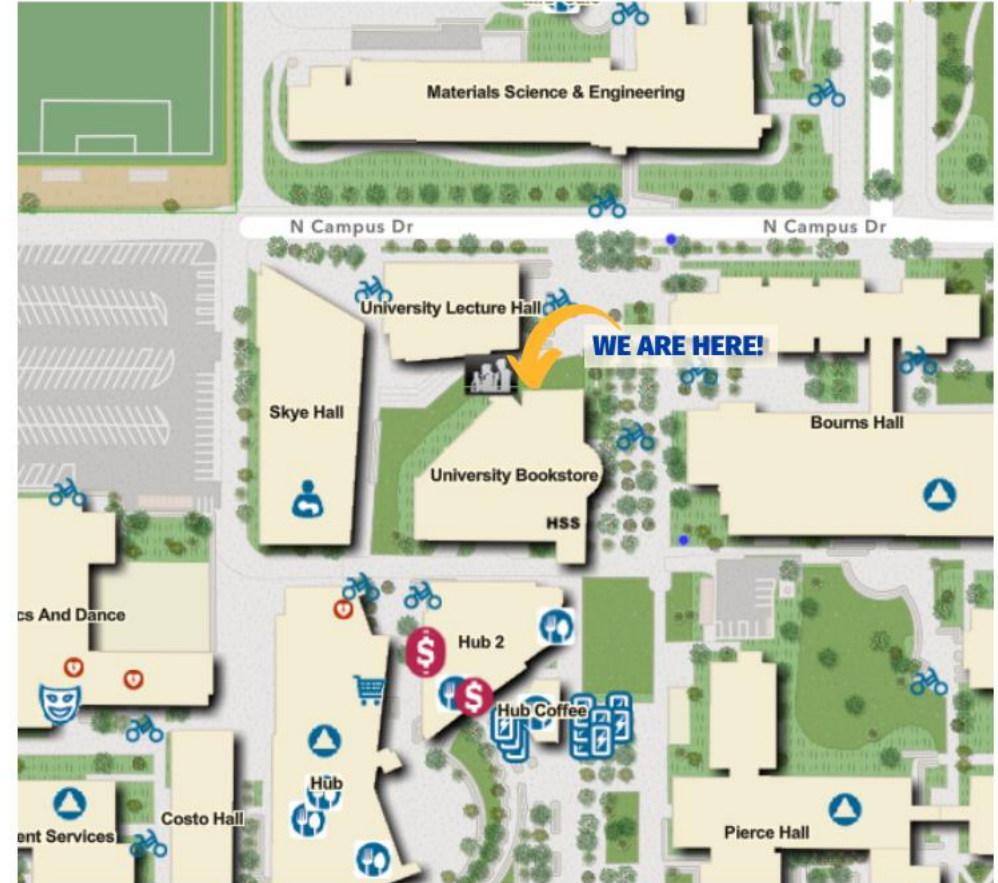
## hours

MONDAY - FRIDAY: 8 AM TO 5 PM  
EXCEPT WEDNESDAY: 9 AM TO 5 PM



## drop-in hours

SPECIFIC TIMES ARE LOCATED ON WEBSITE HOME PAGE  
(SCROLL DOWN TO SEE)



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 **INSTAGRAM**

@UCRCAREERCENTER



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**INSPIRE**

**EMPOWER**