

SPRING 2020: Career Readiness Workshop Series

Professional Conference and Career Fair Preparation



Presented by



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Workshop Overview

Professional Conference and Career Fair Preparation

Enhance your understanding of a career fair/conference and its purpose. In this workshop you will learn how to:

- < Research employers and best prepare to attend one of these events
- < Effectively communicate your skills, accomplishments, and goals
- < Follow-up with employers and professionals in your field of interest

Agenda

- Preparing for Virtual Fairs and Conferences
- During the Event - Maximizing Your Time
- Developing an Elevator Pitch
- Leaving a Good Impression - Follow-up After the Event
- Q & A





Prepare for the Fair or Conference

Research and APPLY, APPLY, APPLY!!

- Register in [Handshake](#) for the event and upload your updated resume when available

2020 Spring Virtual Career Fair for All Colleges of Study

Thursday, May 28th 2020 - Via Zoom 9am to 4pm

- Review the list of employers and research the companies you would like to interact with – company website, news articles, LinkedIn, Google Alerts
- Review the open job opportunities for each company and identify positions of interest and those you qualify for
- *Target your resume and apply for jobs within the company to discuss with recruiter*
- Connect with the recruiter on  LinkedIn and  the company

Prepare for the Fair or Conference

Stay Organized

Create a Folder for each company you apply to including:

- < Job ID
- < Job Title
- < Tailored resume you applied with
- < Notes including date applied, job description, application status



- ★ Prioritize the employers you are most interested in
- ★ Make a list and strategically plan how you will connect with each
- ★ ***Employers will sign up through event day so be sure to check back!***

During the Events

Maximize, Maximize, Maximize

Virtual Info. Sessions

- Plan to be with each company for the entirety of the presentation if possible and/or review recording soon after (45 minutes)
- Take notes and have questions ready to ask during Q&A portion of session

1:1 Virtual Chats

- Plan to be with recruiters for the entire scheduled time (5-20 minutes)
- Have your application file folder, elevator speech, typed responses, and prepared questions open and ready prior to maximize time

During the Events

Maximize, Maximize, Maximize

Keep It Formal:

- Remain professional and respectful throughout your chat
- Use proper grammar
- Spell correctly
- Be polite
- Ask insightful questions
- Utilize professional background



Prepare Your Responses & Questions

Maximize Your Virtual Chat

Type Your Responses in Advance:

1. Type your introduction - just like offering a firm handshake, confidently say "Hello" and state your name.
2. Inform the recruiter of your status (i.e. current student - degree program, graduation date or graduate/alumnus, degree program and graduation year).
3. Welcome the representative to CSUSB's career fair and be prepared to give your [Elevator Pitch](#) at this time.
4. Prepare short accomplishment stories and responses to typical screening interview questions.
5. Prepare general closing comments for your chats.

Prepare Your Responses & Questions

Maximize Your Virtual Chat

Sample Questions For Recruiters

1. I've applied for internship/job XXX. Can you tell me what the ideal candidate might look like?
2. Why did you choose to work here and what do you like most about working here?
3. How would you describe the organizational culture?
4. What excites you about the future with (company name)?
5. What are the most important characteristics or traits a person should possess to be successful in this role?
6. Can you describe to me your team and your successes and challenges?
7. Who do you consider your top competitor, and why?
8. May I contact you if I have other questions?

Employer Interactions Start with a Good Elevator Pitch!

It is often said that ...

“You only get one chance to make a first impression”



Employer Interactions Start with a Good Elevator Pitch!

What is an Elevator Pitch?

An **elevator pitch** is a clear, brief message or “commercial” about you. It communicates who you are, what you offer, and most importantly why they should want to hire you. It's typically about 30 seconds, the time it takes people to ride from the bottom to the top of a building in an **elevator**.



The fumbled response



Elevator Pitch Development

Tips to Consider When Creating Your Pitch

Know Your Audience

- < Better yet, research them!
- < Find out who they are and how that is relevant to you.
- < Knowing you've done your homework will make you more confident.



Consider the Following

- < What are your key strengths/positive qualities with respect to the internship/job you will be discussing with the employer?
- < Why are you interested in this internship/job/organization, or more generally, this industry?
- < What contributions will you make?
- < What accomplishments are you most proud of that you want to share?



Elevator Pitch Development

Identify Your Personal Brand

All the key ingredients of your elevator speech essentially make up your personal brand!



What is your Personal Brand?



Sample Elevator Pitches

Practice Makes Perfect

Example 1

Hi, my name is Cody Coyote and I have always had a passion for the Cybersecurity industry. This was my drive for pursuing a degree in Information Systems & Technology with a concentration in Cybersecurity. I'm particularly interested in the _____ internship/job available at your company which I recently applied to. I am achievement and detail-oriented. I work extremely well in a team environment and have been a team leader on several of my class projects. I am familiar with the latest technologies such as _____ and _____. I believe I would be a great fit for your internship/job. What advice would you give regarding what it takes to be successful in this field?



For an even stronger and targeted speech, add unique aspects of something that stood out to you from the company's mission statement or future goals you are chatting with!

Sample Elevator Pitches

Practice Makes Perfect

Example 2

Hi, my name is Katie Coyote and I'm currently working towards a degree in Business Administration. One of my greatest strengths is my ability to _____. I have also worked in the Human Resources field for ___ years and during this time have become an expert in the areas of _____ and _____. My supervisors/professors frequently commend me for being able to _____. I recently applied for the _____ internship/job on your company website, and I feel many of the core skills the internship/job description is seeking such as _____ and _____ are a good match with my education and qualifications.



For an even stronger and targeted speech, add unique aspects of something that stood out to you from the company's mission statement or future goals you are chatting with!

Leaving a Good Impression

Own the Follow-up Process!



- < Send a **Thank You email** (same day or within 48 hours for the best impression!) – make it personal and add-in key pieces from the conversation that stood out for you.



- < Send a **LinkedIn connection request** to the person you spoke with! Connecting via LinkedIn is a great way to showcase your professional online presence. Always tailor your message in the invitation, letting the person know what, how, or why you want to connect.



- < Now that you have a contact at that company, **following up on your submitted application** is crucial and should be done 1-2 weeks following the career fair or conference.



Best Practices Review

How to Turn a Fair or Conference into a Job Offer!

- Check out the career section of each company of interest and apply ahead of time!
- Write out your introduction ahead of time - this will allow you to copy/paste it right into the chat box for your 1:1 chat and saves time!
- Have a strong keyword infused resume.
- Prepare sample conversation starter questions to maximize time.
- Do not ask questions that you can easily search yourself (i.e. Do you have any jobs in my area?).
- Visit the career fair virtual “booths” if available and or event page the day before the event to see if any new companies are attending AND make sure you upload your resume when available ahead of time as well!
- Make sure your LinkedIn profile is up-to-date and matches the information on your resume – be sure your profile has a professional looking picture uploaded!

Career Counseling Appointments

30 mins. (online via Zoom or by phone)

Counselors help with:

- < Major & career exploration
- < Career & educational planning
- < Resumes, cover letters, & CV's
- < Job & internship search
- < Networking
- < Graduate school preparation
- < LinkedIn profile building
- < Interview skills & practice
- < Salary negotiation

www.csusb.edu/career-center/students-alumni/meet-career-counselor



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WE DEFINE THE *Future*

Drop-in Services (Online via Zoom) 15 Mins.



Peer Career Educators help with:

- < Resume and cover letter reviews
- < Questions about Handshake and Career Center services

Career Counselors help with:

- < All Career related topics except for resume & cover letter reviews

Learn more here:

<https://www.csusb.edu/career-center/students-alumni/drop-services>

SPRING 2020 SCHEDULE

MONDAY & WEDNESDAY 11AM-1PM

**TUESDAY & THURSDAY
2PM-4PM**

ZOOM LINK
csusb.zoom.us/j/99046443979

Meeting ID
990-464-43979



CSUSB

WE DEFINE THE *Future*

Resume/Cover Letter Reviews Only (Online via Email)

Resume/Cover Letter reviews are available electronically.

Send your documents in a MS Word file to careercenter@csusb.edu

You will receive your reviewed document(s) back via email 2-3 days after submission.

Learn more here:

<https://www.csusb.edu/career-center/students-alumni/drop-services>



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WE DEFINE THE *Future*

Free Professional Clothing

How it works:

- All attire is Free to students and alumni
- Stop by Mon. - Fri. from 8am - 5pm
- Sign in with your student ID# at the front desk
- After you find what you need, bring items to the front desk for checkout
- Inventory arrives on a regular basis
- Consider building your professional wardrobe before it is needed



Spring 2020 Events

SPRING 2020

CAREER READINESS WORKSHOPS

~~Location: Meeting Center Panorama Room~~

Time: Tuesdays, 12pm - 1pm

Join Online

csusb.zoom.us/j/9095375250 Meeting ID: 9095375250

TUESDAY
04/07

**CAREER & MAJOR
EXPLORATION**



TUESDAY
04/14

**RESUME, COVER LETTER,
& MORE**



TUESDAY
04/21

**EXPLORE
INTERNSHIPS**



TUESDAY
04/28

**INTERVIEW STRATEGIES &
BIG INTERVIEW**



TUESDAY
05/05

**SOCIAL MEDIA DO'S &
DON'TS + NETWORKING**



TUESDAY
05/12

**PROFESSIONAL CONFERENCE
& CAREER FAIR PREPARATION**



TUESDAY
05/19

**WHAT'S NEXT AFTER
GRADUATION?**



TUESDAY
05/26

CAREER MANAGEMENT



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WE DEFINE THE *Future*

Spring 2020 Events

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All Colleges of Study***

**Thursday, May 28th 2020 - Via Zoom
9am to 4pm**

<https://www.csusb.edu/career-center/events>



CSUSB WE DEFINE THE *Future*

Spring 2020 Events



WED MAY 20 - 2 PM **JOB SEARCH IN TODAY'S VIRTUAL**
Environment and Master Your Online Interview
Nancy Morales '11, Project Coordinator, Esri



THURS MAY 21 - 12 PM **GRAD / LAW SCHOOL PLANNING**
*Yomara Donis '18, '20, ASI JHBC Board of Director & MBA
Ambassador, CSUSB*



WED MAY 27- 2 PM **VIRTUAL NETWORKING FOR CAREER
SUCCESS**
*Shelby Mallory '13, Marketing Communications
Consultant, Blue Shield of California*



THURS MAY 28 - 12 PM **CAREER PLANNING STRATEGIES FOR A
JOYFUL SERVICE ORIENTED LIFE**
Chris Marmolejo '15, Educator for Critical Consciousness



Survey - Feedback

If you would like to provide feedback on the workshop please complete the brief **online survey**

Online Link

<https://bit.ly/2K7acUO>

QR Code



Your feedback is greatly appreciated!



Thank you!

Career Center Information

Main Campus

University Hall 329

Phone: 909-537-5250

Email: careercenter@csusb.edu

Website: www.csusb.edu/career-center

Palm Desert Campus

Indian Wells 111

Phone: 909-537-8243

Email: pdccareercenter@csusb.edu

Website:

[https://pdc.csusb.edu/current-students/
career-service](https://pdc.csusb.edu/current-students/career-service)

