

How to Make the Most of an Expo

Florida Southern College Career Center



Career and Internship Expos present an opportunity to make important contacts with potential employers. However, you need to do more than press your business suit and print 30 copies of your résumé to make the most of these events.

Be prepared to...

- **Market Yourself.**
Remember: You are the product and employers are the customers.
- **Know your employers.**
Pick up a list of employers expected at the fairs from the Career Center. Focus your research on the three or four companies that interest you most. Know something about each of these companies by asking the Career Center or investigating the company online.
- **Know what you want.**
What position or department are you interested in? Get this information while doing your research. Saying, "I'll take anything," or "I don't know," to a recruiter shows a lack of research AND real interest in their company.
- **Dress the part.**
Go dressed as if you were interviewing. This is the first impression you make to the employer. You want to look like a professional. If you want the job or internship, wear a suit!



Be prepared!
Employers say a common mistake students make is not being dressed professionally.

- **Pack your credentials.**
Be able to supply potential employers with an updated résumé or your professional portfolio. If you don't have your résumé yet, go to: www.flsouthern.edu/career and use Optimal Résumé!
- **Show your professionalism by...**
- **Carrying your credentials in a professional way.**
A neat folder is fine. A small briefcase works well too. Stow your backpack and other gear. Better yet, leave it in your car.
- **Come early!**
Don't arrive 30 minutes before the end of the day and expect to talk to employers. Come early when the aisles are empty.
- **Give them a strong handshake and a positive attitude.**
Greet each employer with a smile and an enthusiastic 30 second sales pitch: your name, your major, and your career interests as they relate to the target company.
- **Pick up the cards.**
Collect business cards from recruiters to which you speak. Jot notes on the recruiter and the company on the back of the card. Use those notes, and the information on the front of the card, to personalize your thank-you notes.
- **Ask for the next step.**
At the end of a conversation with a recruiter, ask what the next step is in the hiring process. Then, FOLLOW THROUGH!

Questions to Ask the Recruiters

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Strategic Comeback Questions

These questions are designed to give you the chance to respond to the recruiter's answer with a positive spin on how you are a great candidate as an employee at their company.



- What kinds of skills and experience do you look for in the employees you hire?
- What are the characteristics of your most successful employees?
- Are graduate degrees important to advancing within your company?

Strategic Planning Questions

These questions are designed to give you more information and knowledge about the hiring process for each particular employer.



- What kind of entry-level positions (or internships) exist within the company?
- Does your company hire on a continual basis or just certain times of the year?
- How long does the hiring process take and of what does it consist?
- What percentage of applicants are eventually hired? What is the retention rate?

A job or internship is a two-way street. The job needs to sell itself to you as well. Here are some questions to ask for additional insight about the company.



Key Company Information

These questions are designed to provide you with critical inside information you need to know when making a decision about the attractiveness of each potential employer.

- What is the culture of your organization?
- For how many years does the typical employee stay with the company?
- Are there opportunities for ongoing training through your organization?
- Do you expect your employees to relocate? How much traveling is involved?

Recruiter Information

Some experts advise not to ask the recruiter personal questions about his or her job, but if he or she is an alumni of your school or if you have a personal connection with the recruiter, ask away!

- What made you choose this company and why do you stay?
- How long have you been with the company?
- What's one thing that surprised you most about this company?

*Hansen, Randall S. "Questions to Ask at Career and Job Fairs." [QuintCareers.com](http://www.quintcareers.com). 9 Jan. 2009 <http://www.quintcareers.com/career_fair_questions.html>.