

# JOB FAIR PREPARATION

---



# What's in it for you?

- Learn about employment/internship opportunities
- Grow your professional network
- Build confidence
- Interview with an employer if opportunity presents itself
- Secure a position that meets your career goals



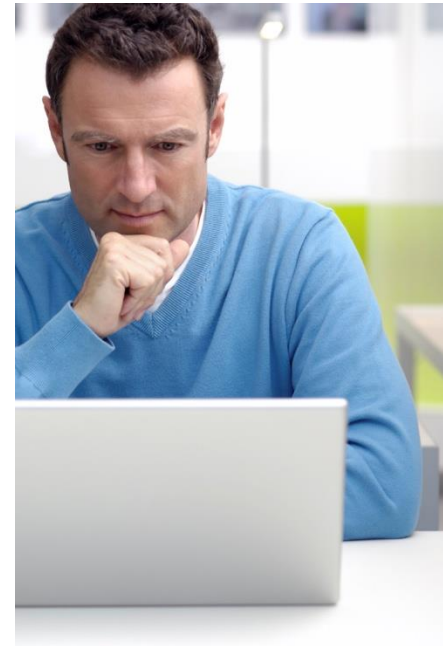
# 5 Steps to Prepare

1. Research employers of interest.
2. Create/edit your résumé and business cards.
3. Dress professionally.
4. Create and practice your elevator pitch.
5. Follow up and expand your network.



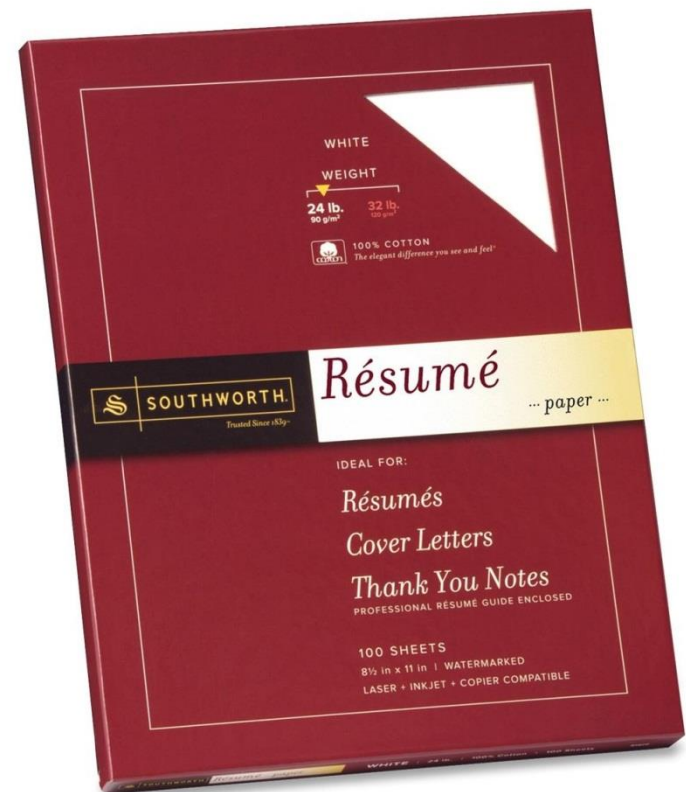
# Research the Employers

- Find out what employers are attending.
- Research individual employer websites to learn about the company and their needs.
- Tailor your resume to the employer and their vacant positions.



# Résumé/Business Cards

- Everything should be critiqued and look professional
- Business cards are a great addition!
  - Microsoft Word Templates
  - Local office store
- Bring extra copies



- Save
- Save As
- Open
- Close
- Info
- Recent
- New**
- Print
- Save & Send
- Help
- Add-Ins
- Options
- Exit

### Available Templates

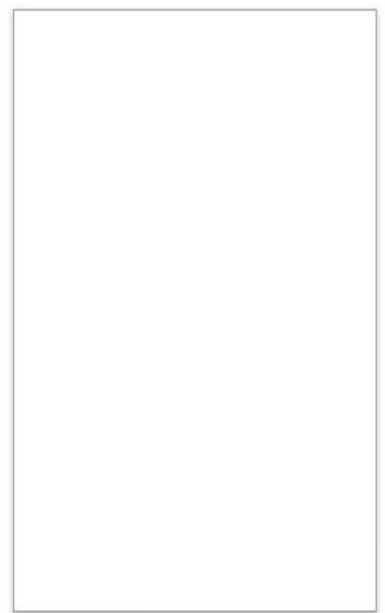
Home

Blank document | Blog post | Recent templates | Sample templates | My templates | New from existing

Office.com Templates

Agendas	Books	Brochures and booklets	Budgets	Business cards	Calendars	Cards	Certificates
Charts and diagrams	Contracts	Envelopes	Faxes	Flyers	Forms	Inventories	Invitations
Invoices	Job descriptions	Labels	Letterhead	Letters	Lists and to-do checklists	Memos	Minutes
Newletters	Planners	Plans and	Projects	Receipts	Records	Reports	New resume

### Blank document



# Dress: Business Professional

- Dress Tips for Men

- Suit: Small pinstripe or solid shades of dark color (gray, black, brown, navy)
- Shirt: Conservative colors, collared and long sleeved
- Shoes: Must match belt; well-polished, black or brown dress shoes
- Tie: Solid, thin-striped or small geometric print; bottom of tie should meet the belt line
- Accessories: Long, dark socks in a solid color that matches pants; no jewelry except a wedding band or watch

- Dress Tips for Women:

- Suit: Small pinstripe or solid shades of a dark color (gray, black, brown, navy); if wearing a skirt it should be hemmed at or below the knee
- Shirt: Conservative colors with long sleeves and conservative neckline
- Shoes: Polished, closed toe shoes (watch the heels!)
- Hosiery: Nylons if wearing skirt or dark socks that match pants
- Accessories: Subtle makeup, neutral or no nail polish, well-kept hair away from face and limited jewelry

# Dress: Business Professional

**BUSINESS PROFESSIONAL**



LIGHT BUTTON-UP SHIRT

PORTFOLIO

PRESSED SUIT

APPROPRIATE LENGTH SKIRT

POLISHED, CLOSED-TOE SHOES

**BUSINESS CASUAL**



NATURAL LOOKING MAKEUP

NICE BLOUSE

NO BULKY JEWELRY

**BUSINESS PROFESSIONAL**



FRESH HAIRCUT

CLEAN SHAVEN

APPROPRIATE TIE

PRESSED SUIT

PORTFOLIO

POLISHED SHOES

**BUSINESS CASUAL**



BUTTON-UP SHIRT

MATCHING BELT AND SHOES

PRESSED SLACKS

# What to wear?

This guide demonstrates acceptable Business Professional and Business Casual Attire for your upcoming career events.  
**NOTE:** For Interviews, always choose Business Professional attire.



# What NOT to wear.

Have you ever made any of these non-professional fashion "fopaux"?  
Use this guide to find out what's NOT appropriate to wear in any professional setting.  
Don't be embarrassed by making any of these mistakes at your next Job Fair or interview.



# What About Accessories?

- ~~Backpacks~~
- ~~Water bottles~~
- ~~Soda~~
- ~~Cell phones~~
- ~~Gum~~
- ~~Hats~~
  
- Padfolio: YES!



# Elevator Pitch

- Your name
- Your current program of study or career interest
- What are you looking to do in the field?
- What will you bring to the employer?



# Elevator Speech Example

- Hi, my name is Jill Smith.
- I will graduate this May with an Associate Degree in Business Management.
- I am looking to secure a position with a local retail store as a store manager.
- I noticed you are looking for a department manager, what qualities do you look for in an employee?

Wait for it . . . (employer response and DISCUSSION)

# Follow Up and Expand your Network

- Thank you e-mails or cards to employers
- Get connected with Social Media: LinkedIn, Twitter, Facebook



## \*Caution

Keep your social media sites professional:  
Google Yourself!

# Contact Career Connections

- Location: Across from Charley's Student Center
- Email: [careerconnections@swtc.edu](mailto:careerconnections@swtc.edu)
- Phone: 608-822-2333

# References

- [www.nwtc.edu/services/explorecareers](http://www.nwtc.edu/services/explorecareers)
- [www.google.com/images](http://www.google.com/images)
- [www.uwosh.edu/career](http://www.uwosh.edu/career)
- [http://www.careerspots.com/vidplay\\_links\\_ext.aspx?aid=203&apass=DI5pmkUkCgrc4jVqwwDp7w==&vidnum=7&](http://www.careerspots.com/vidplay_links_ext.aspx?aid=203&apass=DI5pmkUkCgrc4jVqwwDp7w==&vidnum=7&)