



MUCH MORE

SPRING 2012 CAREER FAIR | STUDENT INFORMATION
March 13, 2012

Thank you for your interest in our Career Fair!

The MSU Spring 2012 Career Fair will be held on **Tuesday, March 13** from **10 a.m. to 2 p.m.**

PREPARING FOR THE CAREER FAIR

REMEMBER

Keep in mind that you cannot tell what a company or organization has to offer simply by looking at their name or product. Most companies/organizations have needs to be met in accounting, human resources, management, engineering, etc. It is up to you to be assertive in striving to match your skills and interests to companies and their needs. The most successful candidate will find a match regardless of what positions a company currently has "advertised". Clarify your goals before the career fair so that you leave with meaningful contacts and information.

RESEARCH

Take the time to find out which companies will be attending the career fair. Visit Career Services homepage at www.moreheadstate.edu/career to find the companies attending upcoming career fairs. Simply click on *View Attendance List*. Please consider that you may not have time to visit every corporate table, therefore the best strategy is to choose the companies of most interest to you and research those companies ahead of time.

Why do employers come to a career fair?

1. To advertise and gain exposure for their company.
2. To seek out new employees and interns.
3. To meet students in person and make contacts.

Why should you attend a career fair?

1. To find out about specific employers and graduate programs.
2. To learn about specific employment opportunities from internships to full-time jobs.
3. To learn about careers in general and to research companies.
4. To meet employers and make contacts that can lead to employment.
5. To practice networking and communication skills.

READY YOUR RESUME

Have multiple copies of your résumé prepared to offer to the representatives at the career fair. Make sure that your résumé is free of errors and has been reviewed. Use an objective on your résumé to help you communicate your goals and interests. Include your computer skills, internships, and relevant work experiences and/or course projects. Have a separate list of references with your name and address clearly printed at the top. Some employers may request a cover letter even though you've delivered your résumé in person. Carry your résumé in a leather portfolio or folder with a nice pen and a pad of paper.



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PREPARING FOR THE CAREER FAIR

REHEARSE

A strong, comfortable introduction gives a positive first impression. The best way to prepare is to create your very own "60 Second Commercial." This is simply a statement that is 30 seconds to one minute long that allows you to do the following:

1. Introduce yourself. Include your area of study or major.
2. Demonstrate some knowledge of the organization or company.
3. Express interest in the company or organization in the form of an inquiry about the job possibilities, internships, etc.
4. Offer a brief statement of what you think you could offer the organization or company.

Rehearse your commercial, or introduction, in front of a mirror or with a friend. This will enable you to become so comfortable with your introduction that you are able to deliver it in a natural, unrehearsed way. A good presentation will increase your confidence, allowing you to appear relaxed and self-assured, even if you are a bit nervous.

REFINE

Dress to make a positive first impression! Colors: navy or black are best. For women: a skirt suit or a conservative pant suit. For men: a suit; a button down shirt, tie, sport coat, and nice slacks; shined shoes.

Refine your manners. Greet everyone with a smile and a firm handshake. Be confident, enthusiastic, and polite. Maintain good posture. Don't focus on the goodies from the company's table; focus on your goals. Use the person's name and say thank you. Know when to move on; others may be waiting. Collect business cards and ask who is serving as the contact person. Make notes about your conversation with each representative and use this information in follow-up letters and phone calls. Send thank you letters within 24 to 48 hours.

READY YOUR REQUESTS

Request information from the corporate representatives by asking intelligent questions that demonstrate your knowledge of the company, your interest, as well as your awareness of your needs in a career opportunity. Some good questions:

1. What type of training program do you offer new employees?
2. Describe the work environment of your company.
3. How are employees evaluated and promoted?
4. How has working at this company influenced your personal and professional growth?
5. What are the major projects being undertaken now?

RELAX

And be yourself!

Enjoy the opportunity to meet new people and increase your network.

Questions?

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