HOW TO ROCK EXPO

WHY DO STUDENTS GO TO CAREER EXPO?

- Explore career options
- Gather information on employers & careers
- Get job or internship leads

WHY DO EMPLOYERS GO TO CAREER EXPO?

- Attract and hire top notch candidates
- Advertise job and internship opportunities
- Promote awareness about the organization

HOW SHOULD YOU PREPARE FOR CAREER EXPO?

- Prepare your résumé and make several copies on high-quality résumé paper.
- Determine which organizations are attending via [www.rollins.edu/career-expo](http://www.rollins.edu/career-expo)
- Have a “game plan” – make a list of employers to visit in order of importance to you; consider visiting with your lower priority organizations first to gain confidence before meeting with your top priority.
- Do not limit yourself to employers who you feel “fit” your major or industry preference; many employers hire for a number of positions that cross disciplines – for example, a non-profit organization may be seeking I.T. professionals or an accounting firm may be seeking writers to develop and edit print materials.
- Prepare a “30-60 second commercial.”
  - Introduce yourself (name, major, why you are talking to the representative).
  - Demonstrate what you know about the organization (do your research before the event date).
  - Express interest in the organization and their opportunities; explain why you are interested.
  - Briefly describe what you have to offer: skills, leadership experiences, athletics, volunteer work, and internships.
- Research organizations/positions and ask relevant questions
  - “I saw on Handshake that you have internship opportunities in your marketing department. Can you tell me more about the job duties of a marketing intern?”
  - “I have gained significant experience in community engagement and service during my time at Rollins. Can you tell me about your company/organization’s engagement with the local community?”
  - “I have tailored my studies by combining Psychology courses with International Business courses to better prepare for a career in human resources. Can you tell me more about possible HR opportunities with your organization?”
- Professional attire is appropriate. Dress as if you are ready for an interview.
  - Men: shirt, tie, and preferably suit or sport coat
  - Women: dress suit, pants suit, or skirt and blouse
- Act professionally and demonstrate confidence
  - Speak clearly and concisely and answer questions readily.
  - Be open and honest; show enthusiasm and interest.
  - Do not go just to get free stuff.

FOLLOW-UP AFTER THE CAREER EXPO

- Ask for a business card or contact name.
- Inquire about the best method for following up with an organization.
- It is important to TAKE INITIATIVE and FOLLOW UP with opportunities through phone calls, emails, or letters. Do not wait for them to contact you if you are interested. Remain positive about moving forward in the search process.
What to Expect at the Career & Internship Expo?

Typically, 50-70 employers attend Expo seeking both interns and full-time hires. Company representatives share information about their organization & positions. Expo attendees gain knowledge of the companies and positions of interest.

#1: Dress Professionally, Smile, and Make a Positive Impression!

When You Arrive:
- Sign in at the Registration Table and get a Map of the Expo.
- Get a name tag; wear it on your right so the recruiter sees your name when shaking your hand.

Greet and Talk with Employers:
- Determine which opportunities best fit your interests and background. Target those companies with opportunities that you would like to learn more about.
- Company booths will be staffed by recruiters who are familiar with the hiring needs of the company.
- Offer a firm, confident handshake while making good eye contact with the recruiter.
- You may have only 1-3 minutes to speak with a recruiter, so be sure to practice your 60-second commercial and be ready to ask and answer questions appropriately.
- Recruiters do not conduct formal interviews during Expo; instead, they share information about their company and opportunities informally.
- Ask the recruiter if they will post positions and conduct interviews through Career & Life Planning.
- Offer to leave a copy of your resume with the recruiter; make sure you get their business card.
- Know when to move on, taking your cue from the recruiter. Avoid monopolizing the employer’s time.

Follow up Appropriately:
- Email or hand-write a thank you letter to the recruiter if you are interested in pursuing an internship or full-time opportunity with their company.
- Use the recruiter’s business card to route your thank-you note appropriately.

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