

# INSIDER'S GUIDE TO 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 THE CAREER EXPO?

- Prepare your résumé and make several copies on high-quality résumé paper.
- Determine which organizations are attending via [www.rollins.edu/careercenter](http://www.rollins.edu/careercenter)
- 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 the OCS website 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 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.



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