FLORIDA TECH
FALL 2020
VIRTUAL
CAREER EXPO
STUDENT PREP
GUIDE
Attending a career expo or other recruiting event is an important way to prepare for your professional life after college, and it is more than just trying to land a job.

You can use this opportunity to learn more about companies and career fields, develop or build a network of contacts, and increase your chances of landing an interview.
HOW TO PREPARE

HAVE YOUR RÉSUMÉ READY

Your résumé is a reflection of your employability, so make sure you create a résumé that highlights your unique skills, accomplishments, and experiences. Career Services offers sample résumé templates on our website to get you started.

You can have your résumé reviewed by one of our staff members by appointment. Once you have had your résumé reviewed, make sure to upload it into Handshake and the Career Fair Plus app so attending employers will be able to view it.

DO YOUR RESEARCH

View the list of attending employers in Handshake and Career Fair Plus. Research and visit the website of each employer of interest and learn more about their hiring needs.

International students: You will also want to perform additional research on employers regarding whether or not a company can hire someone from outside of the U.S.

CAREER FAIR+

Our school uses the Career Fair Plus App to help you prepare for the Career Expo, and this year they will host our Fall 2020 Virtual Career Expo. You can use the app to search for and request an appointment with employers that you are interested in networking with. Make sure you schedule an appointment before the day of the event!

PITCH [YOURSELF] PERFECT

Prepare - and practice - your introduction (your elevator pitch) to use when you virtually meet an employer. It should be about 20-30 seconds in total. Approach with enthusiasm! Be sure to state your name and include any relevant information or questions you want to ask about their company/organization based on your research.

GAIN SOME SKILLS

Consider attending our Virtual Career Expo Prep Skillshop, or view a past recorded session (found on our website). We also offer other virtual skillshops and appointments to help you with your résumé, networking, job searching, and interviewing skills. The full schedule of events and appointments can be found on Handshake.
HOW TO REGISTER FOR THE VIRTUAL CAREER EXPO

SETTING UP

1. Download the Career Fair Plus app to your phone. Click here to download to iOS, or click here to download for Android.
2. Open the app, and look for Florida Tech's Fall 2020 Career Expo.

CREATE AN ACCOUNT

Make sure you build a complete profile that includes your resume as well as other relevant information. This is the profile employers will see when you make appointments to meet them, so you want to make a good impression!

SCHEDULING APPOINTMENTS

As you browse the employers who will be at the virtual Career Expo, you can schedule appointments to meet with them virtually.
1. Tap on the employer you would like to meet with, and then tap 'Virtual Appointments' to see their availability.
2. Select the schedule that you're interested in; employers may have multiple options for you to choose.
3. Select a time that works for you, and hit 'YES' to book the appointment slot.

If you are not signed in, you will be prompted to sign in. If you have not yet created an account, you must do so at this stage in order to schedule appointments.

Don't forget, appointments are first-come, first-serve, so if there is an employer you want to meet with, don't wait to schedule an appointment with them!

FOR MORE DETAILED INSTRUCTIONS, PLEASE CLICK HERE!

OR EMAIL OUR EMPLOYER RELATIONS COORDINATOR, MARIA FARIA, MFARIA@FIT.EDU

CAREER FAIR+
VIRTUAL NETWORKING ETIQUETTE

DRESS TO IMPRESS

Business professional or business casual are recommended for this event. Remember that even though it is a virtual event, you will still be networking with employers through live video meetings and you want to make a good first impression.

Guidelines for Business-Appropriate Attire:
There are two types of acceptable business attire: business professional and business casual. Consider your audience (potential employers) and present yourself accordingly. This includes your attire and personal hygiene.

While there are no absolute rules regarding business attire, here are some guidelines:

- The primary goal of dressing professionally is to look polished and feel good.
- Quality, cut, and fit communicate a lot. Avoid wearing a suit that is clearly too big or too small. Professional alterations can be a good investment.
- When job-seeking or interviewing (even if it is online), always plan to wear business professional.
- Regardless of whether you are dressing in business professional or business casual, you should avoid wearing rumpled or ripped clothes, athletic clothing, and any clothes that are too casual, short, tight, or revealing.

VIRTUAL MEETINGS

- Have a professional background for your virtual meeting
- Make sure that you are in a space were minimum interruptions will occur. Make sure that there isn’t any noise on the background.
- Double check your network connectivity before the appointment.
- Have your résumé ready at all times. Have your résumé on your screen in the case that an employer wants you to show it to him on the share screen option.
- Practice your elevator pitch on a camera.
- Be on time for the appointment(s).
WHAT TO EXPECT ON CAREER EXPO DAY... AND AFTER

ON THE DAY OF THE VIRTUAL FAIR

You're all set to go! On the day of the fair, follow these three simple steps:
1. Log into the app and sign into your account
2. Access your virtual appointment schedule and meet with employers
3. Use the app to help you track your appointments and make notes. If your appointment is through video, test your camera prior to the meeting.

FOR SCHEDULES USING CAREER FAIR PLUS' IN-BUILT VIDEO MEETING ROOMS

IMPORTANT: If the interaction type says "Video Meeting", the appointment will take place on Career Fair Plus' integrated video meeting room. In this case, please use this link to test that you can enter the video platform for appointments. If you have issues, please contact support@careerfairplus.com or mfaria@fit.edu.

FOR SCHEDULES WITHOUT CAREER FAIR PLUS'S IN-BUILT VIDEO MEETING ROOMS

Make sure you check the interaction type, so you know what to expect on the day of the fair, whether it's a phone call, or an external link (Zoom, Skype, etc). If there are additional instructions provided on the schedule for candidates, these might give further details about how you can expect the recruiter to contact you.

POST-EVENT FOLLOW-UP

Within two weeks of the virtual fair, make follow-up contact with employers you are most interested in via e-mail or another contact information that they provided to you on the day of the Career Expo. Employers may leave a career fair with hundreds of résumés, and less than 10% ever follow up. This is an excellent opportunity to stand out.
Freshmen are always welcome to attend the career expos to learn about potential careers and to prepare for future fairs - even if you aren't necessarily looking for employment at this time.

Although some employers may be more focused on hiring juniors, seniors, graduate students or alumni, others are interested in developing relationships with freshmen. Freshmen attending the expo should make a good impression, as they may be meeting with their future employer!

- Research the list of employers to identify which ones you would be interested in meeting with. Try to choose employers who may be less familiar names to increase your knowledge of careers and employers.
- Plan what you will wear to make a good impression; see guidelines above for business casual.
- Update your résumé to show your college major and activities. Some employers may request a résumé, and this will show your preparedness. If you need help, you can make an appointment with one of our staff members.
- Consider what you will say to an employer. Your research of organizations should help you have some questions. A good starting point is with your own introduction, something like:
  - "Hello, my name is Joe and I am a freshman computer science major. I am exploring career fields and would like to learn how computer science is applied in your organization."
  - "Hello, my name is Sue and I am a freshman communications major. I liked how your website was really clear in how you serve customers. Can you tell me more about the types of people you have working in your organization?"

- If you have not yet declared a major, a Career Expo is still a great way to learn about options. You might ask the company representatives about their own major and how they use it in that organization.
- Remember that other students also want to visit with the employer, so politely thank the representative for their time. If you would like to follow up with the employer about future opportunities or information, request for their contact information or add them to your LinkedIn network.
- Career Services staff members will be available at any time! Do not hesitate to send them an email or call and ask them any question(s).