Fall Career Expo 2017
September 28-29

Florida Institute of Technology
Career Management Services

Prepare for the Fall Career Expo
In order to better serve both our students and employers, we are offering a targeted two-day event.

**Engineering and Computing Majors**

| 9/28   | 12-4 PM | Clemente |

**Aeronautics, Business, Psychology & Liberal Arts, and Science Majors**

| 9/29   | 12-3 PM | Clemente |

http://www.fit.edu/career/resource-center/jobs/fairs.php

https://app.joinhandshake.com/career_fairs/2070/

**why you should attend**

Attending a career expo or other on-campus recruiting event is an important way to prepare for your professional life after college. Attending a career expo 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.
Ready Your Résumé

Your résumé is a reflection of your employability, so make sure you create a résumé that highlights your unique skills, accomplishments, and experiences. Career Management 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, or come by the office during Résumé Review Days, the week prior to the Fall Career Expo. Once you have had your résumé reviewed, make sure to upload it into Handshake so attending employers can look it over in advance. Also, be sure to print an adequate supply of résumés to bring to the event! It’s recommended that you bring one for each company that you plan to visit, plus at least five additional résumés to give out to other companies you may meet, and carry them in a folder or portfolio to keep them neat.

Do Your Research

View the list of attending employers in Handshake or the FIT Career Fair+ App. Research and visit the website of each employer that interests you to 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.

Our school uses the FIT Career Fair+ App to help you prepare for the Fall Career Expo.

You can use the app to search for AND favorite the employers that you wish to visit. There are so many employers in attendance each year and you may not be able to meet with each one. The app includes an interactive map, so you can favorite & find exactly who you are looking to meet!

Pitch [Yourself] Perfect

Prepare - and practice - your introduction (your elevator pitch) to use when you approach an employer. It should be about 20-30 seconds in total. Approach with enthusiasm! Be sure to state your name and shake the recruiter’s hand while making good eye contact. You can include any relevant information or questions you want to ask about when you did your research, if you need some helpful talking points.

Gain Some Skills

Consider attending our Career Expo Prep Skillshop, or view a past recorded session (found on our website). We also offer other skillshops to help you improve your résumé writing, networking, job searching, and interviewing skills.

Skip the Line! (available September 11-27)

Pre-register for the event in Handshake, then stop by the Career Management Services office anytime from September 11 to 27 during office hours to pick up your name badge. Your name badge serves as your fast pass into the event and allows you to bypass the non-registered student line! Pre-registration is not required, but will expedite the check-in process at the event.
Dress to Impress

Business professional or business casual are mandatory for entrance into the event. You could be turned away if you arrive to the event not dressed appropriately.

We will be having a photographer at the event to capture professional-looking images for your LinkedIn profile - for free - so be prepared to showcase your best self!

Guidelines for Business-Appropriate Attire:
There are three main categories of business attire: business professional, business casual, and casual. (Please note that casual is not acceptable attire for the career expo.) If you are seeking employment, you should dress in business professional. Otherwise, business casual is fine. 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 for your interview is to feel good and look professional. If you feel uncomfortable in an outfit - even if it fits and people say you look great - don’t wear it.
- 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 interviewing on-campus, always plan to wear business professional. Likewise, if you interview off-campus, assume that business professional attire is called for - unless you research and find out otherwise.
- Regardless of whether you are dressing in business professional, business casual, or casual - you should avoid rumpled clothes, scuffed shoes, chipped nails, athletic clothing, sneakers, hiking boots, flip-flops, athletic sandals, and any shorts, skirts, or tops that are too short, tight, or revealing. Jeans or shorts are not acceptable business attire. Avoid heavy colognes or perfumes.

Business Professional Defined:

- A two-piece business suit includes: Well-fitting and pressed dress slacks or knee-length skirt worn with a well-fitting and pressed suit jacket in neutral colors (black, gray, navy blue, brown)
- A three-piece business suit includes: All of the above, along with a well-fitting and pressed vest
- A pressed long-sleeved button-up dress shirt or conservative blouse, tucked in
- A tie
- Dark, polished shoes with dark socks, high heels, low heels, wedges, or flats that are comfortable to stand in and walk around with ease
- A conservative dress that is at least knee-length, free from distracting colors or patterns
- A belt the same color as your shoes
- Minimal jewelry
- Simple makeup

Business Casual Defined:

- Well-fitting and pressed slacks, khakis, chinos, or knee-length skirt
- A blazer/sport coat is optional
- A pressed long-sleeved button-up dress shirt, short-sleeved collared shirt, or conservative blouse, tucked in
- Loafers, boat shoes, high heels, low heels, wedges, or flats that are comfortable to stand in and walk around with ease
- A conservative dress that is at least knee-length
- A belt the same color as your shoes
- Minimal jewelry
- Simple makeup
Check-in

Students: *Bring your Florida Tech ID card.* If you didn't pick up your name badge at the Career Management Services office during pre-registration, you will need to check-in by swiping your Florida Tech ID card at the main table upon your arrival.

Store your backpack in the designated area.

Alumni: You may check-in by typing your email address on one of the iPads or signing in manually.

Event Activities

Did you download the FIT Career Fair+ App? This will help you find the employers that you most want to network with and where they are located inside the venue.

Make sure to stop by the LinkedIn photo area to get your picture taken. This is a **free** service to you, because we want you to have a professional LinkedIn profile image! After the event, you will be emailed your new LinkedIn profile image.

There will be **LOTS** of people and **LOTS** of lines! This event draws up to 1,000 attendees in total each year, so remain calm and focus on the top employers that you want to visit. Popular employers will have longer lines, so expect delays. Patiently wait your turn or visit your next employer of choice and return later.

Have an open mind. While you may have specific employers on your list to speak with, if you have extra time, or have to wait to speak with an employer, take advantage of the opportunity to talk with others. You might discover an excellent opportunity you otherwise would have missed.

Employers are purposely not arranged by industry. Per request from employers, booths are arranged so that competing companies are not near each other.

Be sure to ask for the recruiter's business card or contact info. You will need this info to send your follow-up thank you message.

"Apply online" - When speaking with a recruiter, they may ask you for your résumé, but they may also want you to apply online for a particular position. Many companies will require you to upload your résumé to their web site as part of their standard application process. This is not a brush-off! Recruiters want to meet you face-to-face to learn more about your goals.

Some - but not all - employers are looking to interview students right away. Some recruiters may simply request your contact information so they can contact you after the event. Be prepared to receive a call or email very soon after the event! If a recruiter wishes to sign you up for an interview during the event, make sure to get an appointment card or at least the details of your interview date, time, and place before you walk away from the table.

Post-Event Follow-up

Within two weeks of the fair, make follow-up contact with employers you are most interested in via e-mail. Employers may leave a career fair with hundreds of resumes, and less than 10% ever follow up. This is an excellent opportunity to stand out.
**Freshmen are welcome to attend the career expo** 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, or graduates, 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 tables to visit. 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, and bring several copies with you. Some employers may request a résumé, and this will show your preparedness.
- Consider what you will say to the representatives. 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 a business card.
- Career Management Services staff are available at the check-in area to help you. Do not hesitate to stop by and ask them questions.