



# Making the Most of the McCombs Undergraduate Career Expo

Liberal Arts Career Services

# Objectives

- Craft a plan
  - Before the Career Fair
  - During the Career Fair
  - After the Career Fair



# Career Fair Strategy

BBA Career Expo Open 3-5pm

**Possible:** 24 five minute conversations

**Realistic:** No more than 12 five minute conversations

Prioritize Top Ten Companies

# Career Fair Strategy

- Plan ahead for student traffic and lines.
- Prioritize recruiters you can not see at the LA Fair in April.
- Think strategically about your time.
- Listen to others



# Company Research



## Investigate:

- Products/Services
- Clients/Customers
- Competitors
- Performance, sales and profit trends
- Company Structure and Leadership
- Current events affecting industry



# Research the Job



## **Before the Fair:**

- Note the structure of the company.
- Assume entry-level positions.
- Check for positions posted on company websites.
- Industry hiring trends.

## **To Inquire:**

- Inquire about specific job titles/duties.
- Application Deadlines.

# Employer Conversations



## DON'T

- Apologize for your major.
- Ask about compensation/salary.
- Bring up negative press.
- Talk too much.



# Employer Conversations



## DO

- Ask for a business card.
- Ask for an alternate way to apply.
- Emphasize your uniqueness/strengths.
- Note why you are interested in the company.
- Dress business professional.



# Educating the Recruiter



## **Resume Drop:**

- Unable to apply through OCR (McCombs system)
- Request alternate resume submission via email

## **Interviewing:**

- Liberal Arts students, if selected for interview, can be manually added to the McCombs interview schedules
- Any student can interview off campus without restriction

## **Career Services @ UT:**

- Each college maintains their own Career Services
- At this time, there is no centralized recruiting function at UT

# Marketing Your Degree

## Themes:

*Choose two or three themes of your experience.  
Avoid overused or vague language.*

## Highlights:

*Select one or two vivid examples to provide evidence of themes.*

*Cite specific a specific project, class, or experience.*

## Interests:

*What are your long term interests (as of now)?*

*Prepare a concise statement about your intended direction.*



# Elevator Pitch

## Three Elements. Thirty Seconds or Less.

- Concrete Information
  - *Name*
  - *Year*
  - *Degree (optional)*
- Subjective Information
  - *Themes of your experience*
  - *Highlights*
  - *Interests*
- Connecting Information
  - *Why this company?*
  - *Why this job?*



# Dress Code

- Wear a suit – the material of the jacket must match the material of the slacks or skirt
- Suit must be dark grey, navy or black (not a dark purple or other dark colors and we will not let in a light colored suit)
- Hair color cannot be neon or bright colored
- Professional shoes
- No visible piercings
- No back packs
- No visible tattoos

# Dress Code - Men

- White or Light Blue shirt, with collar
- No Jewelry (except for rings and a watch)
- Must wear a tie



# Dress Code - Women

- White/Cream collared shirt
- Simple stud earrings
- Black/Brown Leather Polished Shoes
- No tights, sheer skin tone hose only
- No heel higher than 3"
- Skirt to knee



# To Bring

- UT ID Card (must swipe to enter)
- Copies of your resume
  - At least 20
  - Resume Paper
- Padfolio



# Leave With

- Business Cards
- Plan
- The Next Step





# Following Up



## Thank You Email

- Within 24 hours
- Note something specific about your conversation
- Include something you like about their company

## Follow Up Email

- Two weeks later
- Reaffirm interest in company/position
- Inquire about the status of their hiring process

# LACS Services



## Services

- Career Coaching
- Resumes & Cover Letters
- Interviewing (Mock Interviews)
- Internships
- Job Search
- Networking
- LinkedIn Profile

THANK YOU!



The University of Texas at Austin  
Liberal Arts Career Services

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