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.
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!