Strategies for Career Fair Success

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career.engin.umich.edu
Fall SWE/TBP Engineering Career Fair

Monday, September 13
Tuesday, September 14
Wednesday, September 15

9:00 AM – 9:00 PM ET

Location:
VIRTUAL
Why Should I Attend?

• Search for Full-Time, Internship or Co-op positions from over 230 companies

• Gather Information on Companies of Interest
  – More Information = Customized Application

• One on One Virtual Recruiter Interactions

• Most Highly Cited Sources for CoE Student Jobs
  – 32.8% Networking
  – 23.5% Career Fair

• Network
  – Practice developing a valuable, life long, skill

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What Can I Learn?

- Information about Companies and their Culture
- Employer Contact Information
- Application Instructions
- Current and Future Job Openings
- Skills Needed for Specific Positions
Before the fair...
How to Prepare

1. Research companies attending the fair
2. Set a schedule to visit your top companies in Career Fair Plus
3. Prepare a 30-second “Elevator Pitch”
4. Plan what to wear and your location for the fair
5. Gather the materials you need
Research the Companies Attending

(Engineering Careers, CF+ App)

**Company Website**
- Annual Report
- Mission
- History
- Locations
- Current Projects
- Current Job Postings

**Other Resources**
- Engineering Careers
- D&B Hoovers (access online through UM library)
- Glassdoor.com
- LinkedIn
- Classmates or others who have worked for the company

**Media Reports**
- Online search of current events

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Create your Top 10....and beyond

- Identify companies of interest based on your research
- Prioritize companies according to importance for YOU
- Schedule appointments with companies starting with most important on list
- What if all the appointment times are taken?
  - Check back to CF+ frequently!
  - Look for Resume Drops – “Unable to schedule an appointment” - **Book My Spot Now**.

Planning your schedule goes beyond the Career Fair!

Information Sessions

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# Career Fair Plus Timeline

<table>
<thead>
<tr>
<th>Starting NOW</th>
<th>Create your profile in CF+ <a href="https://app.careerfairplus.com/ume_mi">https://app.careerfairplus.com/ume_mi</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Starting NOW</td>
<td>Join the ECRC Peer Advising <a href="https://piazza.com">Piazza forum</a> questions leading up to the fair</td>
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<tr>
<td>Starting NOW</td>
<td>Research companies attending the fair</td>
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<tr>
<td><strong>Sept 8</strong></td>
<td>Sign up for meetings with recruiters:</td>
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<tr>
<td></td>
<td>For all CoE majors and LSA CS and DS Majors</td>
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<tr>
<td></td>
<td>Sep 13th Meetings: Open on 9/8 at 8:00 PM ET</td>
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<tr>
<td></td>
<td>Sep 14th Meetings: Open on 9/8 at 8:30 PM ET</td>
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<tr>
<td></td>
<td>Sep 15th Meetings: Open on 9/8 at 9:00 PM ET</td>
</tr>
<tr>
<td></td>
<td>For all Majors</td>
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<tr>
<td></td>
<td>Sign ups for all days of the fair open on 9/9 at 7 PM ET</td>
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<tr>
<td><strong>Prior to Sept 13</strong></td>
<td>Determine your wardrobe and location/surroundings for the day of the fair</td>
</tr>
<tr>
<td><strong>Sept 13, 14, &amp; 15</strong></td>
<td>Meet with recruiters on the assigned day/time</td>
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Career Fair Plus

- Create your profile on CF+: [app.careerfairplus.com/ume_mi](app.careerfairplus.com/ume_mi)
Career Fair Plus

Begin to Schedule 1-on-1 Meetings with Recruiters
Starting on Sept. 8th at 8, 8:30 and 9 PM ET

Booking Window Not Yet Open
You may reserve appointments starting on September 8 at 8:00 PM EDT

Bloomberg LP

Ready to meet with a recruiter?
View Meetings

Website
https://www.bloomberg.com/company/

Careers Website
https://careers.bloomberg.com/job/search

Overview
Bloomberg is the global leader in business and financial data, news, and insight. Using the power of technology, Bloomberg connects the world's decision makers to accurate information on the financial markets and help them make faster, smarter decisions.

Bloomberg engineers and data scientists are dedicated to building and advancing new solutions for the Bloomberg Terminal and a wider suite of products. Together, Bloomberg rolls out new software daily that integrates seamlessly and immediately into clients' workflows.
Career Fair Plus

Begin to Schedule 1-on-1 Meetings with Recruiters
Starting on Sept. 8th at 8, 8:30 and 9 PM ET
Career Fair Plus

• Test your connection to the CF+ Video Platform!
• Desktop functionality is available through Chrome and Firefox.
• You can use the desktop version for the video appointments with employers

*Use this link to test your connection: https://careerfairplus.whereby.com/cfplus-drop-in
Prepare a 30-second “Elevator Pitch”

What will you say when you log into an appointment?
Prepare a 30-second “Elevator Pitch”

- Include name, major, and grad date or class level
- Highlight your skills, strengths, and experiences
- Describe what opportunities you are looking for
  - Why did you make an appointment with them?

Tailor your pitch to each company!

Make the connection for the employer between your background and their company
Hello, my name is Michael Thomas. I’m a junior studying environmental engineering seeking an internship position in water research.

For the past two years, I’ve worked on a project with BLUElab aimed at monitoring water quality in the Great Lakes and proposing various water purification methods. This semester, I’m also conducting research on campus where I am overseeing tests for a wastewater treatment project.

I think my experience in water quality and developing effective test procedures would make me a good fit for an internship with your company. Would you be able to tell me more about your internship program?
Sample Elevator Pitch

Targeting full-time product development position

Hello, I’m Bridget Lee and I’m a senior studying materials science and engineering graduating this May. I am seeking a full-time position in product development.

I recently interned at Ford where I led a project to evaluate the mechanical performance of a new material by planning and executing a variety of feasibility tests. On campus, I serve as a student leader in the Michigan Marching Band, where I help band members execute successful performances each week.

I think my passion for technical challenges and leadership have prepared me well for a full-time opportunity at your company. I recently applied for an entry product engineering role on your company’s website. Would you be able to tell me more about the role?
ECRC Resume Critiques

(Sign ups start Sept 1, 12pm)

RESUME CRITIQUES
Wednesday, Sept 8, 2021
9:00 AM – 7:00 PM
VIRTUAL in CF+

RESUME CRITIQUES
Friday, Sept 10, 2021
9:00 AM – 7:00 PM
VIRTUAL in CF+

*Visit https://career.engin.umich.edu/events/workshops/ for all ECRC Virtual Workshops
Dress for Success....
In a VIRTUAL Setting?

While at an in person Career Fair we suggest wearing professional attire from head to toe; in a virtual space it can be slightly different:

• **Look professional from the waist up**, a suit is not required, but a clean and polished look is. You want to put your best ‘face’ forward. Wear a nice dress shirt or blouse.

• **Good grooming** is essential, don’t just roll out of bed! Uncombed hair or a disheveled appearance create a negative impression.

• **Find a nice area** to have your virtual conversations, avoid distracting backgrounds and harsh lighting. Clean up the space you are in.

• **Silence distractions** such as cellphones, pets, roommates, etc. You want to eliminate as much background noise as you can. Use headphones if needed!
Gather the materials you will need

- Notepad and pen
- Have your resume up on your computer to reference if needed and a PDF ready to email.
- Copies of your elevator pitch
- Your Schedule
On the Day of the Fair....

*If you have any questions the day of the fair, please email eng-careerfair@umich.edu.

Log into CF+ and make sure you are signed into your account.

- You can use the app to help you track your appointments
- When joining rooms be punctual but no more than 2 minutes early
During the Career Fair

- Meet with companies according to your schedule
- Smile and introduce yourself
- Deliver your 30-Second elevator pitch (*be flexible*)
- Ask the recruiter if they have your resume or if you should send it
- Practice **Active Listening**
- Display your knowledge of the company
  - Ask Targeted Questions
  - Explore Fit
- Wrap up: Ask for contact information and thank the recruiter for their time
Questions employers may ask you

Questions will center on:

• Knowledge of company
• Knowledge of industry
• Your interest in working for their company
• Your experience/skills
• Your resume - be prepared to answer questions about your GPA or anything listed on your resume
Questions to ask employers

Questions should center on:

• Skills they are seeking
• Training opportunities
• Career growth and advancement
• Organizational culture & environment
• Company and industry challenges
• Next steps in the application process
Questions NOT to ask

Avoid asking for information that is easily obtained or too early in the process to ask.

• What does your company do?
• Does your company have any jobs?
• How much does this position pay?
• What are the company benefits?
After the Career Fair

If you obtained contact information you can send a thank you note to recruiters with whom you spoke

• Use e-mail
• State where you met them (i.e. the Career Fair) and express appreciation for their time
• Recap what you discussed and what conclusions you drew from your discussion with him/her
• Reiterate what you could bring to the company and/or position
Dear Ms. Recruiter,

Thank you for taking the time to speak with me at the University of Michigan Career Fair on September 15th. I appreciated the opportunity to learn more about your company. I am impressed by the recent quality improvements you described at Company X; the training programs you discussed reaffirm my belief Company X is a challenging yet rewarding place to work.

I will follow-up with you at the beginning of my senior year to explore potential employment opportunities available at that time.

Thank you again for your time and consideration.

Sincerely,

Clearly A. Student
(734) 123-4567
Dear Mr. Recruiter,

Thank you for taking the time to speak with me at the University of Michigan Career Fair on Sept 15th. I appreciate your time and the information you provided.

After speaking with you about Company X’s Engineering Trainee Program, I am even more confident my background and interests are a great fit for this opportunity. My engineering education and experience as President of the Z Club have enhanced my leadership and analytical skills, two qualities I believe would be an asset to Company X.

As you advised, I have submitted my resume through your website. If you need additional information please contact me at (734)123-4567. Thank you again for your time and consideration.

Sincerely,

Clearly A. Student
After the Career Fair

Apply to positions on *Engineering Careers* and/or the company’s website.

Do this as soon as you can!
Final Tips

• Maintain a **Positive Attitude**
• Use **Eye Contact** and a **Professional Background**
• Do not **Monopolize** a specific company’s time by signing up for multiple appointments with them
• Follow through on your commitments and show up for appointments you have scheduled
• Check back in the CF+ app a few times a day to see if new appointments have opened up
Questions?

Engineering Career Resource Center
230 Chrysler Center
Monday through Friday, 8:00 am – 5:00 pm

http://career.engin.umich.edu
ecrc-info@umich.edu
If you get a job offer...

Assess before accepting:

• Does it match your career goals?
• Do you fully understand what your role will be?
• Are you ready to stop interviewing with other companies?
• Do you need more time to fully consider the offer?
• Would you like to review the offer with an ECRC advisor?
• Have you familiarized yourself with the ECRC’s Offers and Acceptance of Employment Policy?