

MARKETING, SALES & MANAGEMENT FAIR

HOW TO MAKE IT WORK FOR YOU!

Be Prepared – Getting Ready For The Fair

- Read the list of employers participating in the fair. They can be found at: <http://www.careers.uiowa.edu/fairs> or you can stop by the Pomerantz Career Center to pick up a hard copy employer guide the week before the event. Circle the companies you are interested in speaking with. You will be more productive if you identify in advance the employers you want to meet with.
- Research the organizations that interest you. Review their web sites and/or use the Pearson Library (Pomerantz Center, Suite C310). This will help you be more informed of the organization when you speak with them.
- Write down questions to ask representatives from your targeted organizations.
- Have your resume reviewed during walk-in hours: Monday-Friday 9am-4pm or call 319-335-1023 to schedule an appointment with a Career Advisor.
- Once your resume is updated, you can submit it to employers through UI Employment Expo. Register at <https://www.myinterfase.com/uiowa/student>. Go to "On-Campus Interviews, "Qualified Schedules" to request interviews. You can also submit your resume as a pre-event contact through Expo. Go to "Career Events", select the fair and employer you are interested in and then "Drop Resume." Deadline: March 25.

The Day of The Fair

- Dress professionally or business casual. Professional dress includes a suit or dress. Business casual can include dress slacks, dress shirt, or khakis.
- Bring your Student Id for check-in and copies of your resume to hand out to employers.
- Check in at the Student Registration Table outside of the Main Lounge in the IMU. At the registration table, you will be provided with a name tag - be sure to indicate your major and graduation date. Employers like to know with whom they are speaking.
- Plan to visit employers several times throughout the day.
- Tips for finding employers: use the map that will be provided to you during check-in. Employer names and booth locations are provided.

Speaking With Employers

- Visit your targeted companies/organizations first. You will tire easily if you talk to too many. Gather business cards when you can. Be patient and do your best to listen carefully when an employer is talking to you.
- Pick up materials from each employer you visit. This will help you make a decision about pursuing employment with this employer.
- Tell the company/organization representative about yourself.
- Ask the representative questions.
- Leave your resume.
- Even if you are not looking for a job or internship right now, gathering information about potential employers is also beneficial. Walk around and speak informally with company/organization representatives you may be interested in learning more about and gather pamphlets and business cards that you can use for contacts later on.

When The Fair Is Over

- Write thank you notes to representatives you spoke with. This is especially important for employers who are interested in you.
- Continue to research potential employers.
- Attend career seminars offered by the Pomerantz Career Center to learn more.
- Information on preparing for an interview and other aspects of the job search process can be found on our website at: <http://www.careers.uiowa.edu/students>