

Getting the most out of the **UNISA CAREERS EXPO**



University of
South Australia

Expos are a great opportunity for you to network with leading employers, talk with some of the decision makers and hopefully take some valuable steps towards your future career. Here we have provided you with a number of tips and suggestions that will help you maximise your experience and set a great impression.

First impressions count and can be long lasting!

It's so important to **impress** employers with your personal presentation. We recommend dressing professionally, with smart casual clothing in conservative colours. Your clothes should be neat and tidy! Ensure that you introduce yourself, smile, shake hands firmly, maintain eye contact and consider your professional image. Remember – you only get one chance to make a first impression!

Research the organisations

Employers will be impressed if you already **know** something about their organisation! You will have information before the Expo about which organisations are attending, so research prior to the event. Take time to review the employers and identify which ones are of most interest. Most organisations have websites with key information, and there is also the Careers Fair Plus App with details about each exhibitor. Be familiar with their details and demonstrate your initiative by preparing questions that you could not find the answer to online - they'll be more likely to remember you!

Prepare questions for employers in advance

Ask employers about their organisation, graduate recruitment programs, vacation and internship opportunities, and what they look for in students and graduates. This is an opportunity for you to find out what you can do to maximise your chance of securing a job in the future. Asking constructive questions will show that you have a genuine interest in their organisation too. Consider asking for advice on how to approach their specific recruitment process – they may have key strategies that can assist you. Don't forget, **YOU** may be asked questions by the employer as well, so be prepared. Below you will find a list of questions you can ask, and also questions that you may be asked.

Find out what employers value

If you are early in your degree (first or second year) and attending the Careers Expo, this is a great opportunity for you to ask employers what **activities** you should participate in whilst undertaking your studies to maximise your job opportunities at graduation. Ask for advice on developing desired skill sets, what they look for in a candidate beyond the academic qualification, and what would make you a valued potential employee.

Consider your own self-marketing career pitch

Think about what **YOU** can bring to their company as a potential employee. Employers at the Expo want to know what you can offer their organisation too (e.g. your skills, life experience etc). Treat this like a personal “commercial”, but be sure to balance this with appropriate levels of respect for a potential employer. Be confident in sharing your strengths, aptitudes and experience.

Business cards and resume

If you have a personal business **card**, it’s a good idea to bring this to the Expo and share it with the employers you meet. You never know – they might be impressed with you and keep your details on hand for future reference. Similarly, don’t be afraid to ask for their business card, and ask if you can follow up afterwards.

Whilst it is not recommended that you hand out your resume on the day, have an updated copy prepared just in case an employer is interested. You may be able to email organisations after the expo or even leave a copy with them if they request it.

Be enthusiastic!

Remember that many of the people that you will be talking to on the day could be key decision makers within their organisations. Don’t be too informal or too relaxed in your communication and approach. Show your interest and passion, and keep in mind that they are often actively looking for their next employees!

Be proactive and positive

Approach employers with **confidence** before they approach you. Don’t just walk around aimlessly – introduce yourself to employers, chat about the program you are studying and how that might link with their organisation.

Take notes

Remember to bring a pen or use your phone to take **notes** as appropriate. It is a good idea to note down important information from conversations you have had with employers so that you can follow up afterwards.

Contact employers after the event

We recommend that you build on the **networks** you created during the expo. Thank them for their time and the opportunity to meet them, and also seek more information about their graduate programs and other opportunities as appropriate.

****See below for competition details**

Examples of questions you can ask employers

- Do you host students for placements or have a structured vacation/internship program?
- What was your own journey to achieving your career goals?
- Are there opportunities within your organisation to work elsewhere in Australia or overseas?
- What are the key attributes your organisation looks for in graduates?
 - Do you have a certain GPA requirement?
 - What employment history would you like to see (if any)?
 - What work experience would be beneficial?
 - What other volunteering or leadership experience would enhance my application?
- What is a typical career path for a graduate within your company?
- What are the steps in the selection process for your roles?
- What advice would you give me to be more successful in the selection process?
- If successful in gaining a graduate position with your organisation, what objectives/outcomes are you seeking for the graduate to achieve in the first 6-12 months?
- What is your induction process and what training and development opportunities are envisaged within your graduate program?
- What do you feel makes your organisation different from others?
- Once someone has completed your graduate program, what are some of the likely career opportunities that may open up?
- What are common career paths within your organisation for those that have completed a degree in _____?
- In doing my research I noted that your organisation _____. Are you able to provide me with more information on this?

Examples of questions employers may ask you

- Tell me about yourself (TIP: make sure your pitch is less than 1 minute & highlights experience and strengths)
- Why are you interested in our organization?
- Why did you choose your degree?
- What makes you different from others?
- What type of position are you looking for?
- What would you like to do after graduation?
- What do you hope to gain from attending this Expo?

****See below for competition details**

Competition Details

- PRIZE 1:** Apple MacBook Air 13-inch 128GB
- PRIZE 2:** Bose Quite Comfort 35 II Wireless Over-Ear Headphones
- PRIZE 3:** Fitbit Charge 2 Special Edition
- PRIZE 4:** Jackery Force 420 Power Bank

As an attendee at the 2019 Careers Expo/The Big Meet, YOU have the chance to win one of the above prizes!

To be eligible to WIN:

1. Collect your Competition Card at the entrance after you register
2. Speak to 12 exhibitors, then write their company name on your card and get a stamp
3. Visit the Career Services booth to get a verification stamp and submit your entry

Prizes will be drawn in the week following the Careers Expo. Winners will be contacted and announced in the Career Services Weekly Email.