Career Expo Strategies

The career expos and industry forums hosted by the Career Center and Career Management Center represent a great way to network and increase your professional connections. In addition, you will increase your knowledge about participating companies’ culture, position responsibilities, and the hiring process. Review hireJSOM and Comet Calendar for upcoming events and utilize this handout to improve your confidence and event readiness!

Before the Career Expo

- Update and have your resume approved, then print it on resume paper. (Tip: invest in a portfolio to carry with you and hold resumes, employer handouts, and business cards)
- Download the “UT Dallas Career Expo” App and/or visit hireJSOM to research your eligibility, the employers attending, and the opportunities available. (Tip: review the employer websites or Glassdoor for additional insight)
- Prepare 2 or 3 questions for recruiters based on your research of their company.
- Invest in professional attire and dress for success!
- Develop and practice your 30-second introduction (Elevator Speech). (Tip: review the Career Management Center’s Elevator Speech handout, and practice with a partner)
- Design and print a business card for distribution. Include your name, industry or title of interest, contact information (phone, email), and professional social media profiles (LinkedIn, Blogs, Twitter). (Tip: JSOM graduate students may order cards with their Program Director’s approval through the UT Dallas Copy Center.)

During the Career Expo

- Target 5 to 10 employers you are interested in that are hiring students like you.
- Allow ample time (approximately 3+ hours) to attend the event and visit your prioritized companies.
- Utilize the event map through the “UT Dallas Career Expo” App to plan your strategy. (Tip: start with an employer that is not one of your top choices to warm-up)
- Utilize your Elevator Speech to ensure a meaningful and memorable conversation. (Tip: the Elevator Speech is a conversation starter that clearly articulates who you are and your career interests)
- Be positive, confident, and ask questions based on your research. (Tip: smile when introducing yourself)
- Listen to the employer feedback and take notes regarding employer instructions for following up and submitting applications. (Tip: request a business card from the employer and document actions on the back of the card)

After the Career Expo

- Email “Thank You” correspondence and follow through on employer requested action items within 24 hours.
- Update your LinkedIn profile and send invitations to connect. (Tip: compose a value-added invitation referencing the Career Expo and your conversation)
- Reflect on the experience through a journal. (Tip: document what you did well and where you could improve for the next event)
- Need some help with your resume, elevator speech, or interview prep? Visit the Career Management Center during walk-in hours or schedule an appointment for more in-depth discussion.