Career Expo Strategies

The career expos hosted by the Career Center and Career Management Center represent a great way to find available internship and full-time jobs, and network to increase your professional connections. In addition, you will improve your knowledge about participating companies’ culture, position responsibilities, and the hiring process. Check Handshake and the 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)
• Prepare your LinkedIn profile so you can connect with recruiters and hiring managers for follow up
• Log into the Handshake App at hireJSOM.com to research your eligibility, the companies attending, and their available job openings. (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 business cards 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. (Tip: keep in mind that popular companies will have the longest lines)
• 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.
• Send invitations to connect through LinkedIn. (Tip: referencing the Career Expo and your conversation will help your first message stand out)
• Reflect on the experience through a journal. (Tip: document what you did well and where you could improve for the next event)
• Need more help? Stop into the JSOM Career Management Center!