Nhiem: Hello everyone and welcome to this week’s Career Cast. I’m Nhiem Cao and I’ll be joined today by our in-house career fair expert, Jordan Frevert. Today we’ll be talking about the upcoming Business Career Fair Express. This is an exciting opportunity to get in front of current and future employers, right Jordan?

Jordan: That’s right Nhiem. Let me give you a quick overview of the Career Fair before we get into some of the details. The Business Career Fair Express will be held at Reynolds-Razorback Stadium – East Indoor Club on Tuesday, February 23 from 10:00am to 3:00pm. There’s a one hour break from 12:00pm to 1:00pm so everyone can get lunch. Transportation from the Harmon Parking Deck to Reynolds-Razorback stadium will be provided by Dynasty Limo Bus service from 8:00am to 4:00pm.

Nhiem: That sounds great Jordan. The Business Career Fair Express is open to all students. Remember to dress to impress. Business casual is the minimum requirement for this event, but business professional is highly recommended. No shorts, jeans, or flip flops or you will be turned away at the door. Jordan, how many companies will be at the career fair?

Jordan: There will be over 60 companies at there. These companies include HP, JB Hunt, Colgate-Palmolive, Hershey, and Wal-Mart, just to name a few.

Nhiem: Wow that sounds like some pretty nice companies to work for. How should students prepare for the Business Career Fair Express?

Jordan: Students should make a list of the companies they are interested in ahead of time and do some homework. They should know about the company and what they do. Aside from the companies they are interested, they should also check out some of the other companies. This could be the only time they are on campus and students may realize later that they are great companies well worth pursuing.

Nhiem: That’s a good point Jordan. What about resumes? Should students bring them to hand out?

Jordan: Definitely, but realize that not all companies will take resumes there. Some may require students to apply online or email their resumes.

Nhiem: Speaking of resumes, should students be revamping their resumes prior to the career fair?

Jordan: Yes, students need to make sure their resumes are up-to-date. If students need help polishing their resumes, they need to come by the Walton College Career Center, on the second floor of Willard J Walker Hall, no later than Thursday, February 18. The Career Center will also be offering a workshop, Extreme Makeover: Resume Edition, on Tuesday, February 16 from 9-11am and 1-3pm, and also on Wednesday, February 17 from 9-11am. Come down to the Walton College Career Center on second floor of Willard J Walker Hall for a quick revision by a resume expert.

Nhiem: I think I’ll need to stop by there before heading to the Business Career Fair Express. What are some other things students should think about before going to the career fair?
Jordan: Students should develop a plan of attack. They need to have a strategy of which companies to see and how to go about getting in front of those companies. A good introduction should also be planned and practiced. This introduction should be about thirty seconds or so.

Nhiem: Another thing to think about in the introduction is to make good eye contact and have a nice handshake. Students should also exhibit enthusiasm and knowledge of the company.

Jordan: Besides just searching for a job, students should also look at the Business Career Fair Express as an opportunity to network and to work on their networking skills. This is a sidebar that is often ignored at these events. Networking is a key skill that all business students should be improving at.

Nhiem: I definitely agree with that. You never know where your next job might come from. What about after the career fair, what are some of the steps students should take afterwards?

Jordan: Well during the career fair, students should collect all the business cards they can. They should send a follow-up email to thank the company representatives and to open a communication channel. How can a company hire you, if they can’t get a hold of you?

Nhiem: That is a very important point Jordan. So let me quickly summarize today’s Career Cast. The Business Career Fair Express is Tuesday, February 23 from 10:00am to 3:00pm with an hour break for lunch from 12:00-1:00pm. Business casual attire is required, but business professional is recommended. Students need to do some homework on the companies that are coming to the career fair, and also check and revise their resumes as necessary. If resume help is needed head to the Walton College Career Center on the second floor of Willard J Walker Hall. Plan a strategy for the career fair and collect business cards. Afterwards, be sure to send out follow-up emails. I think that about covers it. If you have any questions, concerns, or comments please come down to the Career Center for help. Thank you for listening, so until next stay safe and stay focused.