Thank you for listening to Career Cast presented by the Career Center in the Sam M. Walton College of Business. The focus of this Career Cast is an introduction of Career Fairs. Each fall and spring semester, in partnership with several outreach centers, we help host Career Fairs that bring to campus many, many employers with lots of opportunities for you. And we’d like to tell you about the Career Fairs that are up coming.

Monday September the 18 from 7:30 to 8:30 pm. Razor Networking is a casual networking event, co-sponsored by the Bogle Academic Center of the Men’s and Women’s Athletic Department and the Sam M. Walton College of Business Career Development Center. It’s going to be held in the Indoor Club level on the east side of Reynolds Razorback Stadium. Parking is going to be available in front of the Broyles Center or in the parking deck adjacent to the Student Union. You are to enter the south side of Gate 15 and take the elevator up to the third floor. The attire is casual. For Razor Networking again that is Monday September the 18 from 7:30 to 8:30 pm.

Tuesday September 19 things really get started with Retail Rush. Retail Rush from 11:00 am to 3:00 pm in the Reynolds Center for Enterprise Development. Retail Rush is a Career Fair open to all academic majors. This Career Fair is considered an "industry fair" because the attendees tend to be directly involved in the retail industry. Therefore, you can expect to see retail stores, retail manufacturing companies and consumer product companies at this particular fair.

Also Tuesday September 19, Engineering Expo from 12:00 noon to 4:00 pm in the Bell Engineering Center. This is a Career Fair open to all academic majors. It is also considered an "industry fair" because the employer attendees includes civil-, industrial-, chemical-, computer- and electrical engineering companies seeking applicants.

Then on Wednesday September 20, the Supply Chain Career Fair from 11:00 am to 3:00 pm in the Reynolds Center for Enterprise Development. This is a Career Fair open to all academic majors. It is also considered an "industry fair" because the employer attendees can include the network of retailers, distributors, transporters, storage facilities and suppliers that facilitate the sale, delivery and production of a particular product.

Simultaneously held that day, September 20, same time from11:00 am to 3:00 pm the IT Career Fair also in the Reynolds Center for Enterprise Development. The IT Career Fair is a Career Fair open to all academic majors. It’s also considered an "industry fair" because the employer attendees mostly include companies or organizations seeking applicants to fill vacancies in information technology or information and communication technology. You can expect to encounter large corporations looking for candidates for their IT department, as well as companies solely focused on database and/or information development and management.

Then, Thursday September 21, from 10:00 am to 2:00 pm Job Market for All Majors to be held in the Arkansas Union Ballroom. This Career Fair is open to all academic majors. It’s a mixing of various businesses and industries. For example, at this fair, you may see a company recruiting math majors next to a company recruiting all business majors. Even though this fair is held on the day following the "industry fairs", not all industry fair attendees will attend the job market and vice versa. So if you don’t go to job market you may miss some people that you didn’t get a chance to see at the industry fairs themselves.

Also simultaneously that day September 21, that’s a Thursday from 10:00 am to 2:00 pm in the Union Connections Lounge, The Graduate School Fair will be going on. This is particularly for students who are interested in attending graduate schools at the University of
Arkansas or other schools. You should attend this fair to discuss your interest with school recruiters.

That evening Thursday September 21, Meet the Employers, this is an Accounting Career Fair. It will be from 5:00 to 7:00 pm in the Reynolds Center Atrium. Students who are interested in working in all areas of accounting in either full-time, part-time or internships should attend this particular fair.

Please, please consider putting these fairs on your calendars. We want you to be able to take a look at opportunities like this. Heather’s going to tell you a little bit about how to strategize and prepare for these fairs.

It’s important for you to consider how you are going to approach the Career Fairs. And the first thing that you should consider doing is getting your clothing ready. To attend Retail Rush, Supply Chain, and the IT Career Fairs, you must have business casual clothing on or you will not be able to attend the fairs. Business casual at a minimum, business professional is recommended. Attending these Career Fairs is your fist impression with an employer so you should prepare yourself before you attend the fairs. Make sure you check the Walton College Career Development Center web site for a list of the Career Fair attendees that will be going to each of the Career Fairs. You can go to the website at waltoncollege.uark.edu/careerdevelopment and click on Career Fairs. When you look at the list you should highlight those companies in which you are most interested in talking to. You should also ask yourself what do these employers do and what do they do in their specific industries that interests you the most. Those that you haven’t heard of before you should click on their website link and learn more about them before you go to the fairs. The companies that will be here expect you to know a little bit about them and their industry.

When you are approaching these employers at the Career Fairs they will also expect that you know about the job postings that they have listed in eRecruiting. So as you’re preparing for the Career Fairs you should be checking eRecruiting every few days researching and reading up on the job postings in there in addition to knowing about the company with those postings in our system. Research these companies by checking their websites and if you have further questions make sure you come visit with a career center advisor to help you. Some other factors to consider when you look at an employer’s website: Ask yourself does their work interest you, are they in a state of growth and expansion, is this a company that you can see yourself actually fitting into culturally, do they offer training and professional development opportunities, what is their salary and pay structure like?

Once you’ve decided on maybe ten or so companies to visit at the Career Fairs you should then decide now its time for me to get my resume ready. Great. Your resume is your next step in preparation for the Career Fairs. Please have someone proof read your resume prior to printing out copies that you’ll hand out at the Career Fairs. Also we will have a Career Cast focused on resume preparation and the upcoming extreme makeover resume edition events that will happen in advance of the Career Fairs. So that will be a good place in which you can walk up to a resume specialist and have your resume revised. Remember your resume is your business card to the world. So you need a polished, proof read resume with pertinent information that will entice employers to contact you in the future.

You need to make a strategic plan before you go to the Career Fairs because a lot of well known companies will have crowds around them all day. So you want to make sure that you get there early so you have enough time and you’re not rushed. And you can find a good time when you can talk to the recruiters. Some companies have a lot of people around them. They’ll have a
big crowd. But don’t let that dissuade you from talking to an employer. Wait your turn and talk to
the recruiters when you have time.

Employers who don’t necessarily fit your career goals might be good for you to talk to as well. They can give you feedback on your resume as well as give you a chance to practice networking. But even though you think they might not interest you might find an employer that
does interest you after you talk to the recruiter and find out more about their company and their
opportunities. Think of it this way. You need to develop a 30 second introduction including your
name, your major, some skills that you think the employer would find interesting, and how you see yourself proceeding in the future. Practice saying it aloud until it flows easily and
confidently. And make the most of the limited amount of time you’re going to have with this
recruiter. Ask for a business card so you can follow up. Don’t just sit back and wait to be
approached by recruiters. They’re there to talk to you. They want you to walk up introduce
yourself, shake hands, and make good eye contact. Remember the Career Fairs are a time for you
to share information about you but also learn from employers about their company and
employment opportunities. Don’t miss the fall 06 Career Fairs.

We hope you’ve found this information useful and informative. I’m Renee Clay my
Career Casting partner is Heather Sprandel. Career Casts are podcasts brought to you by the
Sam M. Walton College of Business Career Development Center at the University of Arkansas.
See you at fall Career Fairs September 18 through the 21.