

NETWORKING101

How to Have a Successful Career Fair

Presented By:

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Pop Quiz

How many new college graduates' have a job related to their major?

- A. 44% B. 27% C. 14% D. 17%

What percentage of graduating seniors say they have a job waiting for them after graduation?

- A. 16% B. 36% C. 49% D. 54%

How many jobs will the average person have in his/her lifetime?

- A. 5-7 B. 7-9 C. 10-12 D. 12-15

Many recent graduates say they wish they had done which of the following sooner, while still in college?

- A. Network B. Dream realistically big C. Start earlier
D. Do their research E. Use their resources F. All

Classified ads are a good source for available jobs in your area.

True / False

Source: WashingtonPost.com
Forbes.com
Experience.com
Her Campus.com

Pop Quiz – Answer Key

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True / False

How Jobs Are Found

6 Best Ways to Find Your Next Job

Your Network/Word of Mouth/Referrals

Connecting with Alumni

Attend Events

Online Social Networks (LinkedIn)

Job Boards

Employment Agency/Recruiter/Headhunters

FIRST IMPRESSIONS

Favorable First Impressions – Q&A

Q: If given a name tag,
where do you place it?

Discussion:

- What is the first thing you notice about someone when you meet them?

Favorable First Impressions

Make The First Few Seconds Count!

- “Look the Part” – dress for success
 - Conservative, business professional
 - Invest in a well-made business suit; white shirt
 - Be sure clothes fit properly
 - Shoes and hosiery matter
- Be well-groomed and hygienic

Favorable First Impression

What to Wear - Men

- Suit (solid color - navy or dark grey)
- Long sleeve shirt (white or coordinated with the suit)
- Belt
- Tie
- Dark socks, conservative leather shoes
- Little or no jewelry
- Neat, professional hairstyle
- Cleanly shaven
- Neatly trimmed nails
- Portfolio or briefcase
- Limited cologne – remember you are going to be in a small interview room.

GREAT

VS.

AVERAGE



BAD



Favorable First Impressions

What to Wear - Women

- Suit – pants or skirt suit (navy, black or dark grey)
- The suit skirt should be long enough so you can sit down comfortably
- Coordinated blouse (preferably white)
- Conservative shoes
- Limited jewelry (no dangling earrings or arms full of bracelets)
- Professional hairstyle (Hair out of your face)
- Neutral pantyhose
- Light make-up and perfume
- Neatly manicured clean nails
- Portfolio or professional purse

GOOD



First Impressions – The Handshake

Remember: your handshake is your signature.

- It's also an unspoken act of respect.

DON'T:

- Dead-fish
- Bone-crusher

DO:

- 2-3 firm pumps up/down and done!

ELEVATOR SPEECH

Knowing Your

L A N G U A G E

Mastering an elevator speech:

Definition

Example

Create
your own

Mastering an elevator speech

Definition of an elevator speech:

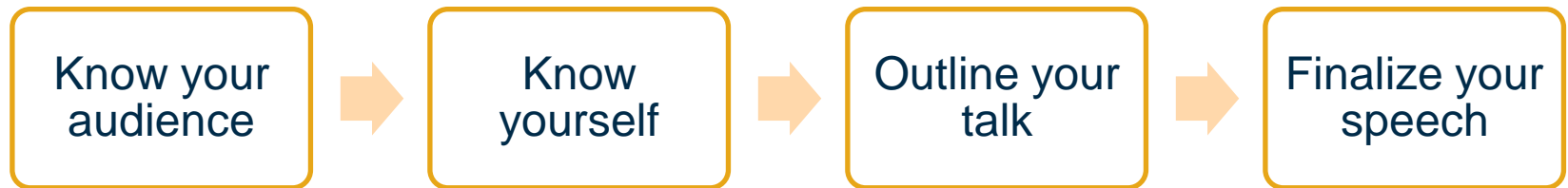
30 second overview of an individual's knowledge, skills, and accomplishments

"Elevator speech" is an opportunity to get your point across in a timely manner

Don't forget who you are, what you've accomplished, and where you hope to go in the future.

Mastering an elevator speech

Creating your own Elevator Speech



Source: Entrepreneur Magazine, May 2005

Mastering an elevator speech

Elevator Speech Tips

- Be Specific
 - **Don't Say:** "I'm looking for an internship"
 - **Say:** "I'm looking for a summer internship in the marketing"
- Focus on how your talents, personality, and experience can enhance the company – BUT don't be arrogant

RESEARCH

Research Companies

- Choose top 5 companies you want to speak with
 - Research top 5 Companies
 - What does the company do?
 - What is the company's mission (in your own words)?
 - How big is the company?
 - How long has the company been around?
 - What positions they are hiring for?
 - What is the culture like?
 - Tailor your resume to those individual companies
 - Have one-two questions for each company
- Be open minded

Questions to ask

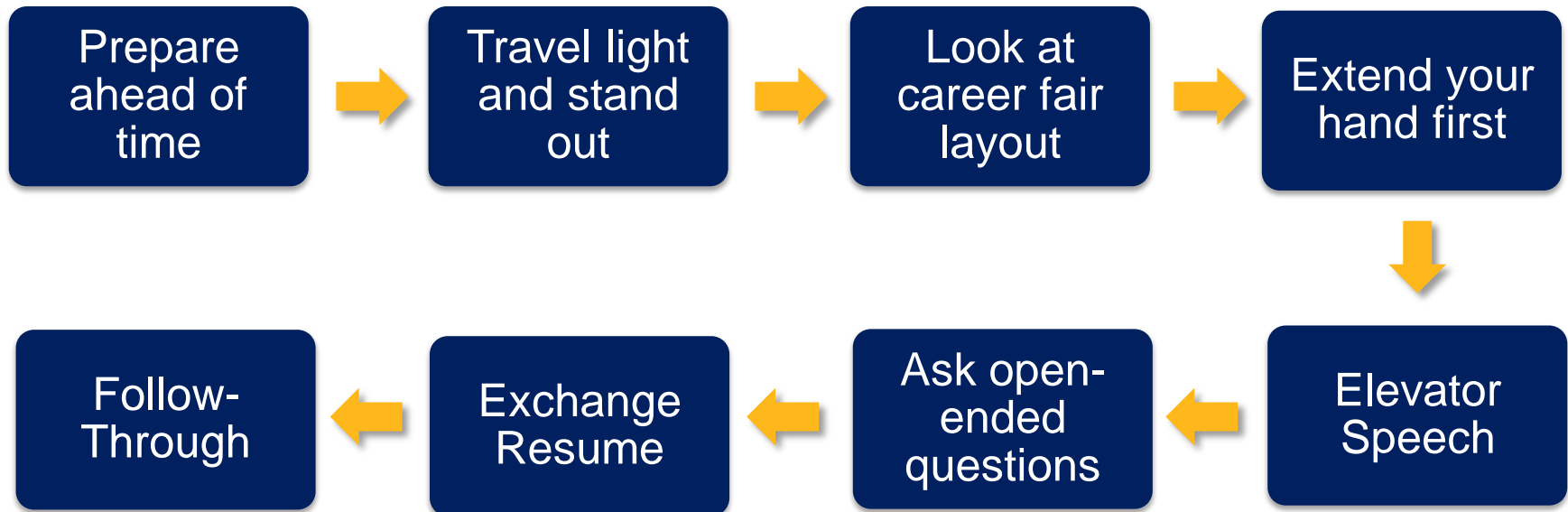
- What is the company culture?
- What is involved in the hiring process?
- Whom should I contact to speak with about the internship or entry-level positions?
- Why did the recruiter choose to work for the company?
- Ask about next step in the process

Questions NOT to ask

- What does the company do?
- What is the salary?
- How many vacation days?
- What are the benefits?

NETWORKING TIME!

How to Work the Room at the Career Fair



Career Fair Do's

- Prepare version of resume specific to your top 5 companies
- Arrive early
- Map out the career fair ahead of time
- Be confident and prepared
- Smile, use eye contact, and show personality
- Be polite and friendly
- Be conversational and genuine
- Warm up with 2nd choices
- Collect literature & business cards
- Listen up: especially in-line
- Remain professional
- Be open
- Thank recruiter for time
- Follow-up

Career Fair Don'ts

- Don't arrive late
- Don't wing it
- No game plan
- Use filler words like “um and Like”
- Bring cell phone or children
- Cruise around with entourage
- Monopolize recruiters time
- Avoid eye contact
- Grab freebies

Exit Strategy

- Reiterate your interest and qualifications
- Thank recruiter before you leave the fair
- Send thank you notes & follow

PROFESSIONAL FOLLOW-UP

E-mail Etiquette

1. Include a meaningful subject; appropriate greetings and salutations.
2. Explain how you met and why you are interested in the Job
3. Attach resume
4. Use proper spelling, grammar and punctuation.
5. Be unique
6. Personalize the message
7. Proofread every e-mail before sending.

Phone Etiquette Tips

- Set up your voicemail
- Have a professional voicemail
- No ring back tones
- Return calls from recruiters promptly
- Initiate calls with a greeting, your name, and how you met
- Plan what you're going to say when dialing – Be prepared to leave a voicemail.
 - What does the listener need to know or do?
 - Start and finish message with name/contact info.

Social Networking Etiquette

- Don't post anything online that you wouldn't want a future employer or client to read.
- Don't add recruiters on Facebook
- Create personalized message when connecting on LinkedIn
- Have professional photo
- Make LinkedIn an on-line version of your resume



NORTHWESTERN MUTUAL

One of “America’s Top 10 Internships” for 18 consecutive years

2014 Vault Guide to Top Internships

1. BP America Intern and Co-op Program
2. Bain & Company
3. Bates White Economic Consulting
4. Elliott Davis Internship Experience
5. Evercore Partners Investment Banking
6. Northwestern Mutual
7. Plant Moran’s Internships
8. Houlihan Lokey
9. Boston Consulting Group
10. Capital Fellows Program

Our Program's History & Success

Facts

- More than 41,000 individuals have entered the program since its inception in 1967
- 1 out of 7 full time Financial Representatives started as an intern
- 54.6% of Field Management are former College Interns
- 26% of Top 100 & Top 1500 Financial Representatives are former College Interns

Source: Northwestern Mutual Life Insurance Company, Milwaukee-WI, 2013

The Advantage to YOU the Student

- Actual business experience for your resume
- Opportunities to develop your networking and business relationship skills
- Flexible work schedule
- Assists with career selection process
- Opportunity for Investment Company/Variable Contracts Limited Representative Exam and Uniform Securities Agent State Law Exam
- “Head start” program for the Northwestern Mutual career

Go Be a Networking All-Star