



**career  
center**

# **How to score points at career fairs with a short profile**

**Tino Schlögl**

# What HR is thinking about

## **E/M/P**

- Expertise
- Motivation to perform
- Personality

## Appearances

- Neat
- Clean
- High quality (thick paper, photo glued on, handwritten signature / links to attachment overview)
- Practical (clamping mechanism / 1 PDF file)
- Good (elaborate) documents --> high interest in this position --> motivation to perform at work

## Layout/design

- No experiments
- No widespread templates (low motivation)
- Clear structures (uniform margins, alignment lines)
- Consistency (timings, addresses, formatting, font, line spacing)
- Basic design rules:  
<http://www.lebenslaufdesigns.de/wissenschaftlicher-hintergrund>

## Components

**Cover  
Letter**

**Cover  
sheet**

**CV**

**„3rd Page“**

**List of  
Attachm.**

**Attach-  
ments**

## Photo

- On cover sheet or CV
- Sympathy and seriousness
- Dress as for a job interview (not necessarily the same --> tie)
- Not necessarily 08/15
- Creativity: Suitable for the industry/employer and applicant
- Good photographer, real 'application'-photos

## CV

- 2-3 pages (career fair: one page is perfect)
- Form meaningful chapters
- Organise antichronologically within (accurate to the month)
- Provide details of studies and practical experience (visually delineated):  
Activities, responsibilities, project title, successes,  
methodological knowledge (common intersection with the  
advertised position)

## Attachments

- References, job references, certificates
- Order as in the CV
- Completeness as required:
  - Unsolicited/career fair - a few
  - 'complete documents' in job advert - complete



## Cover letter I

- Formatted as a one-page (business) letter
- At best, telephone beforehand
- Facts, facts, facts!
- No devaluations: e.g. first experiences
- Active verbs (not 'had the opportunity ...')

### Differences to the CV:

- No completeness - strongest arguments
- No chronology - super arguments first
- No time information (unless it is an argument in itself)
- Story telling! (mini-story)

## Cover letter II

- No empty phrases ('read the advert with interest')
- No introductory sentences (best argument or exception: thanks for (telephone) conversation)
- No baseless claims (ability to work in a team)
- Better: story telling with adverbs (developed independently) --> mention successes
- Say what you have learnt or done, where and how!
- Related to the company means mentioning what is interesting for this company, not mentioning the company as often as you can.

Good source: [www.jova-nova.com](http://www.jova-nova.com)

## Cover letter III

### Motivation:

- Authenticity is the most important thing!
- 2 possibilities: Self-motivation --> suitable company
- Wrong: Found company --> Assertion of motivation
- First talk about yourself, then refer to the company/job
- The former can sound like your own condition

## Cover letter IV

### Conclusion:

- Availability, if required Salary expectations
- 'I look forward to talking to you in person.'
- 'Yours sincerely from Halle'
- Handwritten signature with full name (scanned for e-mail)
- Do not list any attachments

## E-Mail Application

- 1 PDF file (cover letter, CV with photo, attachments)
- Subject: Application as ... (reference number)
- E-Mail text: nothing substantive --> reference to attachment
- Serious E-Mail: first.surname@provider

## Career fair specialities

- Generally no (blabber) cover letter, exception: really good and concrete job offer: 'I can ...'
- CV max. 2 pages, preferably 1 page
- Be sure to include a photo
- Note availability
- Note the name and date of the career fair
- Offer a portfolio

## Dates and times

- 07.05.2025, 17:00 – 19:00 Uhr, Gr. Hörsaal  
Biochemie, Lecture ‘Effective dialogue at career fairs’
- 15.05.2025, 10:00 – 16:00 Uhr, Atrium des Bio-  
Zentrums, Weinbergweg 22, Career fair  
sciencemeetscompanies

## **Career Center**

**Martin-Luther-Universität Halle-Wittenberg**

**Universitätsplatz 9 / 06108 Halle (Saale)**

**(0345) 55-21 498 | (0174) 480 90 85**

**[tino.schloegl@career.uni-halle.de](mailto:tino.schloegl@career.uni-halle.de)**

**[www.uni-halle.jobteaser.com](http://www.uni-halle.jobteaser.com) | [www.career.uni-halle.de](http://www.career.uni-halle.de)**



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