

Career fairs dialogue



**career
center**

**Effective dialogue
at career fairs**

Tino Schlögl

What would I like to achieve

- Be inspired
- Get specific information
- Make contacts
- Internship/cooperation partner for the thesis
- Employment

Wrong!!!

- Casual clothing
- Unprepared
- ‘What vacancies do you have for me?’
- No documents
- No knowledge of the companies represented
- Don't know what you want to say about yourself
- Take lots of brochures home with you

- In the first few seconds, 93% of the decision is based on non-verbal signals such as:
 - Body language,
 - Clothing,
 - Gestures,
 - Facial expressions,
 - Scent & hairstyle.
- A first impression is difficult to correct

Trivia

- Wait for a good moment (no rush)
- Leave the handshake initiative to the other person
- Medium firm handshake
- Eye contact
- Smile
- State your own name after greeting
- Describe your concerns clearly
- Don't take material at random, let the other person recommend it, then take note of it

Clothing

- Business look
 - Conservative/hierarchical industry/company
 - Job with a lot of customer contact/management position
- Business casual
 - Creative working atmosphere
 - Suit is unusual workwear
 - Start-up company
 - 'New Economy'
- Casual Rarely ideal --> If you can afford it

Gentlemen

- **Business:**
 - Suit, shirt, tie
- **Business Casual:**
 - Suit in combination with shirt without tie, polo shirt/turtleneck in combination with sack coat in subtle colours, high-quality materials
- **Casual:**
 - can be without jacket, more vibrant colours, good jeans

Ladies

- **Business:**
 - Trouser suit, costume
- **Business Casual:**
 - If simpler outerwear than blouse, then in combination with jacket, more colour allowed, without jacket - high-quality top
- **Casual:**
 - without jacket, more vibrant colours possible, good jeans

Research - before the career fair!

- Which companies are represented?
- What in the public eye/topics on the homepage
- Key data (not by heart, just a rough impression)
- Products/services/areas of work
- What jobs are there?
- Which are currently advertised?
- Company philosophy (does not have to correspond to reality)

Important points

- Take CVs or special short profiles with you
- Think about what strengths/knowledge/skills/experience you want to communicate beforehand
- Think about specific questions beforehand
- Clarify the position of the interviewer
- Take business cards of the company representatives with you
- Make a brief note of the status of the interview afterwards

Building a network as a career starter

- Either experts, HR managers or marketing managers are at the stand
- Experts are great contacts
- Everyone else can provide limited information or arrange contacts
- Company contact fairs are the ideal starting point for building a professional network!

Course of the conversation

Hello, my name is X; I studied X and am very interested in the profession of X/ a job in the field/industry of X I am currently looking for a career and would really like to talk to someone who knows this industry really well. I have a few questions that have been bothering me for a long time. Do you have a few minutes for me?

Course of the conversation

What exactly is the job of a X like? / I've already read a lot about what X do, but my experience is that you get a lot more and above all more authentic information from talking to people with professional/industry experience than you can read. Could you perhaps tell me what a typical working day/working week looks like/what exactly happens there when you do X?

Course of the conversation

That sounds great. I've already done this and that myself in an internship at X and I thought it was really great. I also really enjoyed it. How did you actually get into this industry/profession?

For career changers talking to professionals: Ah, you studied X. I studied Y. Do you know anyone who works in your industry/profession and studied Y/not X?

Course of the conversation

What do you personally like about your job?

What do you think is particularly good about this job?

What could perhaps be better (can you think of anything)?

Course of the conversation

What changes do you think the industry will face in the next 5 years? How will the job profile change?

Course of the conversation

What will employees need to bring with them in the future (skills, knowledge, personality traits)?

For career changers: It would be advantageous to have studied X. You just said that Y will become even more important in the future. As a Y-student, I feel well equipped for this. Do you know anyone who works in your industry/profession and has studied Y/not X?

Course of the conversation

Interesting career field but something doesn't fit yet:
Can you think of a job that also involves X but is perhaps more Y orientated? / Do you know someone who also does X, but who perhaps has more to do with Y?

Course of the conversation

Specialist:

That was already a lot of impressions. That reinforces my belief that this could really be a career for me.

However, I would like to find out more about it so that I can get a broader picture. Do you think it might be possible to speak to other experienced X professionals? I would like to get as broad a picture as possible. Do you perhaps know a colleague who would take 5 minutes for this?

Course of the conversation

HR manager:

That was already a lot of impressions. That reinforces my belief that this could really be a career for me.

However, I would like to find out more about it so that I can get a broader picture. Do you think there might be an experienced professional in X profession in your company who would be willing to talk briefly to a young professional about their job? Do you think I could simply give this colleague a call?

Aftermath

- If contact details of the specialist are not available, offer to send a reminder email to the contact person
- Speak to specialists
- Always ask them for at least 2 further contacts
- Hold many informational discussions
- Remind them + generate positive feedback
- --> handwritten thank you card
- Link LinkedIn/Researchgate/Xing

Aftermath

- After 'working through' named contacts, inform them about the success of the orientation
- 'If you hear that an X is being sought, I would be pleased if you would let me know.'

Good source

**Bolles, Richard Nelson (2004):
What Color Is Your Parachute? Berkeley: Ten Speed
Press.**

Thank you for your attention and much success

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

www.uni-halle.jobteaser.com | www.career.uni-halle.de



MARTIN-LUTHER
UNIVERSITÄT
HALLE-WITTENBERG