Thank you for your interest in attending the Career EXPO hosted by the Robinson College of Business Career Management Center! To help you and your fellow students who are considering attending, we have gathered the following information to help you prepare for the EXPO.

**What should I do before attending?**

1. **Resume approval.** Students are required to first submit their resume into VMOCK (check your email inbox for invitation) and to obtain a score of 70% or greater before submitting their resume for approval through RCC. RCC approval is required before applying to any positions at the EXPO. Please contact your career counselor with questions.

2. **RSVP.** While students can register at the EXPO, we prefer that you confirm your attendance beforehand using the RSVP link above. This will allow us to send you emails with specific employer job openings and tip sheets on how to prepare in the weeks before the EXPO.

**How should I dress and what should I bring?**

1. **Dress professionally.** Career fairs require the same attention to attire as an interview. A dark suit is always appropriate. Make sure your clothing is pressed or dry-cleaned as appropriate. Wear comfortable, professional, polished shoes.

2. **Cologne, perfume, & cosmetics.** Be conservative with perfume and makeup; in a small space, even a little perfume may be too much (particularly if someone is allergic), so consider not wearing any.

3. **Backpack and accessories.** If you can go without your backpack, do so. Carry a portfolio with a note pad, copies of your resume for each employer you plan to visit PLUS 15-20 extra copies, a pen, and any other pertinent information. If you are carrying a purse, keep it small. Remember to avoid visible piercings and tattoos.

4. **Cellphones:** Remember to turn off your cell phone!

**What are some tips for preparation before the Expo?**

1. **Review employers** who will be attending the fair.

2. **Preview job descriptions** and targeted majors.
3. **Identify the top 3 to 5 employers** you want to connect with.
4. **Do some research!** See the Employer Research section below for additional information.
5. **Prepare a career fair pitch** that introduces you, states your interest in the organization, and communicates your related experience.
6. **Download the career fair+ app** from the relevant link below.
7. **Polish your LinkedIn profile.** If you leave an impression on employers at the EXPO, they will often search for you online immediately following the event. Make sure you’re prepared by treating your LinkedIn profile as your online resume! See the LinkedIn profile section below for more info.

**How can I research attending employers before the EXPO?**

There are multiple ways to research employers before the EXPO. You can access Vault and Hoover’s for employer research. You can also download the career fair+ app from the relevant links here (for Android and for IPhone). However you do it, get your research done!

**How can I prepare my LinkedIn profile for the EXPO?**

You can schedule an appointment with the Career Management Center for help polishing your LinkedIn profile. First, however, visit the following link for a set of Linkedin Guides we’ve compiled.

**How can I prepare my resume for the EXPO?**

Students are required to first submit their resume into VMOCK (check your email inbox for invitation) and to obtain a score of 70% or greater before submitting their resume for approval through RCC. RCC approval is then required before applying to any positions at the EXPO. Please contact your career counselor with questions.

**What are some tips for success on the day of the Expo?**

1. **Be confident and network independently.** If you go with friends, identify a place to meet outside after the fair.
2. **Be patient.** Do not interrupt the employer or jump into a conversation he/she is having with someone else. Wait your turn and listen for valuable information as you wait!
3. **Show enthusiasm.** If you are interested or excited about a position, let the company representative know! You can do this by mentioning aspects of the company research you conducted.

4. **Be prepared.** Review the map of employer booths. Be prepared for employers to give you literature and give-away items (pens, cups, t-shirts, etc.) Do not pick up freebies from everyone; you want to make the impression that you are organized and polished.

5. **Bring your pertinent questions.** Your questions will depend on your goals (career exploration vs. job search).

6. **Collect business cards and follow up.** Tell the employers you meet how you plan to follow up, then send an email or thank you letter within 24 to 48 hours.