

# Wellington Careers and Employment

## Career Essentials—Making a positive impression at careers events

Employers attend career events to promote their profile, brand, and career opportunities and provide valuable networking time for interested students. This is a great opportunity to meet employers face-to-face, help them get to know you, and engage in helpful information-gathering conversations. Connecting with recruiters from a range of organisations brings you a step closer to discovering your future career and being recognised as a potential employee.

### Preparation

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- Do your research about the organisations attending the expo. A list of attendees is available on the [Careers website](#) and CareerHub. What kind of graduates are they wanting to employ?
- Choose a few preferred organisations to target your energies. It's unlikely you will be able to have a meaningful conversation with someone from every business attending.
- You have an opportunity to stand out in person in a way that you might not on your CV. Interpersonal skills, communication skills, and appropriate social skills are critical for recruiters. They want to hire graduates who can make a good impression on their clients and customers.
- Ensure you gather useful email addresses so you can send your CV to the right people after the event.
- Prepare and practise a verbal introduction that's about 20 seconds long. Be clear about who you are and why you're there, but try to avoid sounding like you're reciting from a script.
- Work out a few questions that you could ask if you had the opportunity (see below).



## Engaging with employers

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- Employers are keen to speak with you, so how you behave towards them can make the difference as to whether they remember you.
- Dress in comfortable, smart casual wear and look your best. Appearances really do matter, and people you meet will form an initial opinion of you based on your appearance and how you introduce yourself.
- Be enthusiastic about the organisation and the opportunity to chat with someone who works there.
- Use the careers expo to gain up-to-date information, explore employment pathways, and learn about training options for upskilling.
- Good handshakes are important (assuming current health regulations allow it). Remember to smile and look employers in the eye.
- At the end of your conversation, express your appreciation for their time, ask for their contact details so you can follow up, or ask if you can connect with them on LinkedIn.

## Potential questions you could ask

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- Can you tell me more about roles for graduates in your organisation? (If you know they offer internship and graduate programmes, ask specifically about these.)
- What kinds of skills and experience do you look for?
- What's it like working at (organisation)? Tip: ask the recent grads who often come to their employer's stand.
- How does your organisation differ from others in your sector?
- What opportunities are available for someone with my background?
- What should I be doing beforehand to prepare myself for a job in this field?
- What is the culture of your company like?
- Is your organisation expanding into (area of work or overseas)?
- What are the key changes or trends within the industry/profession?
- What do you think the future of this industry will look like?

## After the expo

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- Write and review some brief notes about what you learned and who you spoke with.
- Follow up with an email to the person you talked to if you have any further questions.
- Request a LinkedIn connection with a personal note about your discussion with them at the expo.
- Find out more about the employers that you are most interested in from their website, the media, or their annual report.
- Perhaps arrange an informational interview with someone else from the organisation you're interested in. See [Career Essentials—Informational interviews](#) for how this works.

