

Career Days



A Guide for
Students and Fresh Graduates

Overview of University Career Days



Reasons to attend the Career Day

- Learn about the job market and what opportunities are available when you graduate.
- Learn about yourself and what sort of jobs interest you.
- Decide which major to choose, based on demand by employers for different subjects.
- Establish contact with companies that can offer you a job or an internship.
- Get feedback on your CV and general job search from employers in your area of interest.



What happens at the Career Day

- You can interact one-to-one with company representatives from a wide range of industries – including Banking, Telecom, Oil & Gas, Advertising, Consumer Goods, Construction, Airlines, and many others.
- You can ask your questions about the type of jobs available in each organization.
- Companies may ask you questions about your studies and career interests.
- Company representatives may include top management of the company or former alumni of your university. You can find out about their experience.
- Companies accept CVs and applications for their internships and graduate vacancies. Some may conduct interviews on the same day.
- Note: Job offers are not normally given during the Career Day itself.

What to do before the Career Day



Prepare your CV / Resume

- Anyone looking for a job must have a CV (also called a 'Resume'). This is a summary of your education, skills and experiences.
- Several online guides explain how to prepare a CV. You can also use GulfTalent.com's online 'CV Builder' to create your own professionally formatted CV. You can then print off copies of this to take with you to the Career Day.
- If you are looking for internship or job opportunities, it is recommended that you bring multiple copies of your CV.
- If you do not get a chance to complete your CV before the Career Day, you may send it to the employer later as part of your follow-up contact.
- If you are attending the event only to gather information to help you decide your major or career direction, then you will not need a CV.



Select the companies you wish to talk with

- If possible, get from the event organizers a list of the companies who will be attending the Career Day.
- From the list, identify companies you would most like to speak to.
- Do some brief research on your target companies. The best source of information is the organization's website.



Develop your introduction

- Practice introducing yourself to company representatives that you will meet in the Career Day.
- As part of your personal introduction, you should:
 - Introduce yourself and offer a handshake
 - Give a brief summary of your education and experience
 - Tell the employer why you are there and what sort of employment you seek
- It would help to write down and verbally rehearse your introduction. For example:

"Hello! How are you? My name is Ahmed. I'll be graduating in June with a degree in Marketing and am looking for a full-time position. Could you tell me if people with this major work in your company and, if they do, what type of work they generally perform?"



Generate your list of questions

For employment and internship:

- What entry-level positions do you have at the moment?
- What are the day-to-day responsibilities of this job?
- What type of educational background do you look for?
- Apart from education, what other skills and qualities do you look for?
- What is the hiring process in your organization?
- Do you offer internships and for which majors?
- What training programs do you offer graduates during the first two years?
- If I were to join and grow in your organization, what is my role likely to be after 5 years?
- How would you describe the working culture in your company?
- What is your company's market position relative to its competitors?

For choosing your major:

- I have completed my first year and now have to choose between the following majors. Which one is most in demand within your organization?
- What type of role and responsibilities could I have in your company after graduating from each of these majors?
- What subjects or classes would you recommend I take, in order to prepare me for this role?

Questions to avoid:

- Avoid questions about salary and benefits during the first meeting.
- Try not to ask questions about working hours.
- Do not ask for gifts and freebies.



Prepare your answers to possible employer questions

- In your current studies, what is your favorite subject and why?
- What is your current GPA and expected final GPA?
- What internships or work experiences have you had? What did you learn from them?
- What experiences have you had of working within a team – for example in university projects, sporting activities or other group activities?
- What do you know about our company?

What to do during the Career Day



Look professional

- Dress professionally according to local norms: National dress for local students or a suit for both local and international students are acceptable.
- No matter what you wear, you should make sure that you are neat, tidy and well-groomed on the day.
- Avoid anything that makes you appear casual – such as wearing sunglasses or chewing gums.



Manage your day

- Arrive early, so you can get quality time with company representatives before the rush begins.
- Make yourself a name badge – including your name, major and expected year of graduation – and wear it during the event. This will make your conversations with company representatives much more efficient.
- Mark your target companies on the Career Day guide, meet and speak with them one by one, and then cross their names off your list.
- Once you have finished with your target firms, do a tour of the whole event to speak with other firms you have not specifically targeted, but who may have interesting opportunities that you were not aware of.



Make each conversation productive

- Introduce yourself, using the personal introduction you prepared earlier.
- Ask your most important questions.
- Take notes of the key points and any follow-up actions required.
- Ask for a business card from the company representatives you speak to. If they don't have one, note down their name and contact details.
- Give them your business card, if you have produced one. This should contain your full name, university name, your major, year of graduation, email and mobile number.
- Be considerate. Company representatives have limited time and there may be other students waiting in line to ask their questions.
- Avoid walking around in a large group, so that you have the opportunity to speak with company representatives one-to-one.
- Make sure your mobile phone is on silent mode.

What to do after the Career Day



Follow up with companies

- Don't make the mistake of assuming your work is finished at the Career Day itself. Follow-up is essential!
- Immediately after the event, send a 'thank you' email to any representatives who gave you in-depth information or who offered to be future contacts.
- A sample email can be as follows:

Dear Mr. Alghamdi,

Thank you for taking the time to speak with me at the ABC University Career Day today. I appreciate your time and attention on such a busy day.

After our conversation, I became very interested in the Marketing Trainee program in your organization and I am sure I can be an effective member of your team.

I would welcome an opportunity to visit your office and speak to you further about the trainee program. Please let me know if this would be possible and when would be a convenient time.

Thank you again for your time and consideration.

Sincerely,

Ahmed Abdullah

Marketing 2010, ABC University

Tel: 050 123 4567

- Follow up on any actions that may have been recommended or asked of you. These may include:
 - Emailing a copy of your resume to the organization
 - Calling another person or department in the organization
 - Completing an application form
 - Signing up on the company's career portal
- Once you have completed these procedures, if a few weeks have passed and you haven't heard from the employer, you should send an email to them enquiring about the status of your application.



Reflect on your learnings

- Review the information you have gathered, including your notes from the conversations.
- Discuss and exchange your observations with your friends.
- Reflect on key questions that are important for you. These may include:
 - Which industries and types of jobs interest you most
 - Which companies' working culture you find most attractive
 - Which companies seem to offer the best opportunities for growth
 - What else you need to do to prepare you for the job market

Career Day Checklist



Items to have with you

- Briefcase or handbag
- Pen and Notebook
- At least 25 copies of your CV
- List of companies exhibiting, with your target organizations marked
- List of questions you might want to ask
- Answers to potential questions from employers
- Appropriate clothing including comfortable, professional shoes

About this Guide

This guide has been compiled by GulfTalent.com, to help students and fresh graduates make the most of Career Days at their university and hence to improve their chances in the job market.

GulfTalent.com is the leading online recruitment firm in the Middle East. It serves as the primary source of both local and expatriate talent to over 3,000 employers and recruitment agencies across the region. Headquartered in Dubai, GulfTalent.com covers the markets of Saudi Arabia, Kuwait, Qatar, Bahrain, Oman, Egypt, Jordan, Lebanon and the United Arab Emirates.

Candidates, including students and fresh graduates, can register on GulfTalent.com web site to apply for job opportunities. Registration is completely free and the site also provides a free online tool for building a professional CV.

Feedback, comments and queries regarding this guide can be sent to:

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