

CAREER EXPO SUCCESS GUIDE

Your complete roadmap to making a powerful professional impression

CAREER & PROFESSIONAL DEVELOPMENT CENTER

FAMU

FLORIDA A&M UNIVERSITY
CAREER AND PROFESSIONAL
DEVELOPMENT CENTER

STEP 1: PREPARATION TIMELINE

1 Before the Expo

- ✓ **Update Your Resume:** Highlight relevant skills, course projects, and leadership experience. Tailor versions for targeted industries.
- ✓ **Research Employers:** Identify 5–10 priority employers on Handshake and review their open positions.
- ✓ **Prepare Your Pitch:** Draft and practice a concise 30-to-60 second professional introduction.
- ✓ **Print Hard Copies:** Bring 15–20 printed resumes in a clean leather or vinyl padfolio.

2 Day of the Expo

- ✓ **Dress for Success:** Wear business professional or smart business casual attire.
- ✓ **Map Your Route:** Review booth layouts early and prioritize your top-choice recruiters first.
- ✓ **Engage Actively:** Offer a warm greeting, maintain eye contact, and listen attentively.
- ✓ **Collect Contacts:** Request business cards or scan recruiter QR codes before leaving each booth.

STEP 2: ELEVATOR PITCH FRAMEWORK

4-PART PITCH STRUCTURE:

- 1. Who You Are:** "Hello, my name is [Your Name], and I am a [Year/Major] at FAMU."
- 2. What You Bring:** "I've developed strong hands-on experience in [Key Skill/Project] through relevant coursework and [Internship/Student Org]."
- 3. Why This Company:** "I've been following [Company Name] and was particularly drawn to your recent projects in [Industry/Field]."
- 4. The Connection/Goal:** "I'm eager to learn more about full-time entry-level roles or internship opportunities with your team today."

STEP 3: ATTIRE & PROFESSIONAL ETIQUETTE

Business Professional Attire

- Dark suit jacket or blazer with matching trousers or skirt.
- Pressed button-down shirt or tailored blouse.
- Clean, polished professional footwear.
- Minimal accessories and subtle fragrance.

Expo Floor Pro-Tips

- Keep your mobile phone tucked away and muted.
- Hold your padfolio in your left hand to keep your right hand ready for greetings.
- Jot down quick conversational notes immediately after stepping away from each booth.

STEP 4: POST-EXPO FOLLOW-UP STRATEGY

The Golden Rule of Expo Outreach: Send your personalized follow-ups within **24 to 48 hours** of the event. Timely communication keeps your interaction fresh in the recruiter's mind while they are evaluating candidates!

OPTION A: PROFESSIONAL FOLLOW-UP EMAIL TEMPLATE

Subject Line: Great connecting at the FAMU Career Expo – [Your First & Last Name]

Dear [Recruiter Name],

Thank you for taking the time to speak with me at the FAMU Career Expo yesterday. I really enjoyed learning more about [Company Name] and [specific topic discussed, e.g., your rotational leadership program / upcoming summer software engineering internships].

My academic background and practical experience in [Your Major / Key Skill] align closely with your team's current initiatives. As we discussed, I have formally submitted my application for the [Position Title] role via [Handshake / Company Career Portal].

I would welcome the opportunity to discuss how my skill set can contribute to [Company Name]. Thank you again for your time, guidance, and consideration!

Best regards,

[Your Full Name]

[Your Major] | Class of [Year]

Florida A&M University

[Phone Number] | [LinkedIn Profile URL]

OPTION B: LINKEDIN CONNECTION REQUEST NOTE

Note: LinkedIn connection messages have a strict 300-character limit. Keep it concise!

Hi [Recruiter Name],

It was great speaking with you at the FAMU Career Expo! I really enjoyed our conversation regarding [specific topic/initiative discussed at the booth].

I've submitted my application for the [Position Title] position and would love to connect here on LinkedIn to stay in touch as the hiring process moves forward.

Best regards,

[Your Full Name]

Key Reminders for Next Steps

- ✓ **Check FAMU Email Daily:** Keep an eye on interview invitations or schedule updates from employers you spoke with (ensure your FAMU email is listed on your resume).
- ✓ **Log Your Applications:** Maintain a spreadsheet to track application dates, contact names, and follow-up status.
- ✓ **Schedule a Prep Appointment:** Visit the Career & Professional Development Center for mock interviews and resume reviews before your interview!