

Preparing for P4E

Graeme Beaton, Career Advisor
Rhythm Malhotra, Career Leader
Centre for Career Development



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WATERLOO

Centre for Career
Development

Whose land are we on?

We respectfully acknowledge that we work on the traditional territory of the Attawandaron (Neutral), Anishnaabeg, and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, which includes ten kilometers on each side of the Grand River: land promised and never returned to the Six Nations.

Some incredible local community members on IG:

Bangishimo Johnston @bangishimo, Amy Smoke @amysmoke, C. Elizabeth Best @lizbot5000

Support: O:se Kenhionhata:tie – Land Back Camp, @ose.kenhionhatatie on IG

Reports: TRC Calls to Action, National Inquiry into MMIWG

Reading: The Inconvenient Indian, 21 Things You May Not Have Known About the Indian Act, This Place: 150 Years Retold

What land are you on? native-land.ca

Learning opportunity:

INDG 201 The Indigenous Experience in Canada



A Safe(r) Space

Going into this presentation, my intention is to create as safe a space as possible.

A safe space means different things for everyone, but we'll do our best! Let's keep 3 things in mind:

- **Choice**
- **Respect**
- **Care**



Photo by Dennis Leinarts from Pexels



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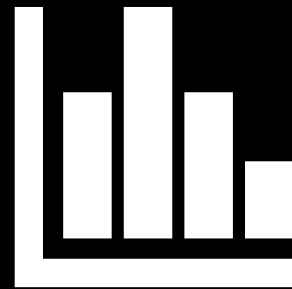
Housekeeping: **co-creating** a safe(r) space

- Participate in the way that feels most comfortable for you!
- Please use the chat or raise your virtual hand to ask questions during presentation time.
 - Feel free to send us a direct message if you have a question or comment you would like to share anonymously
- Ask questions whenever! We'll also dedicate time at the end for Q&A
- If having tech issues, we'll do our best to troubleshoot. Lindy is here for tech support!
- **Take what works for you, leave what doesn't.**



WHY ARE YOU ATTENDING THE FAIR?

Are you looking for full-time employment, co-op opportunities, forming new connections, etc.?



The background features a black field with several thick, colorful lines. A yellow line runs horizontally across the top. A yellow line descends from the top left, turns right, and then down again. A green line descends from the top left, turns right, and then down again. A blue line runs horizontally across the bottom. A pink line descends from the top right, turns left, and then down again. The text is centered in the black area.

**WHAT ARE YOU HOPING TO GET OUT
OF THIS WORKSHOP?**

TODAY'S AGENDA

1



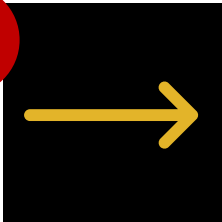
Learn how to **PREPARE** before the P4E fair.

2



Learn how to **NETWORK** with prospective employers during the fair. Understand how to make a good first impression.

3



What to do **AFTER** the fair.

4



Open **Q&A** session.



MAKING THE MOST OF THE JOB FAIR

What to do before, during, and after.



BEFORE THE FAIR

BEFORE THE EVENT: EXPLORE YOUR OPTIONS

- Check out the exclusive list of employers. Figure out who you are interested in connecting with, then do your homework!
- <https://www.partners4employment.ca/home/participating-organizations.htm>
- List of employers are organized into different industries/sectors



Credit: C&EN/Shutterstock

BEFORE THE EVENT: ETIQUETTE TIPS

- **Posture:** positive body language
- **Facial Expressions and eye contact:** smile when appropriate, make eye as it feels comfortable for you
- **Voice:** be mindful of if you need to slow down
- **Practice your questions, introduction/elevator pitch out loud!**



BEFORE THE EVENT: SOCIAL MEDIA

Update and polish your LinkedIn profile. Clean up other social media accounts.

BE IN CONTROL OF YOUR ONLINE PRESENCE.



BEFORE THE EVENT: RESUME

- Edit and update your resume
- Consider creating multiple version for different industries/sectors, if applicable
- Consider preparing both online and physical copies of your documents
- Visit CCD for a resume review!



Image from <https://blog.hubspot.com/marketing/resume-templates-word>

NETWORKING PREPARATION

- **Determine your audience**

Who do you already know? Who would you like to know? Pick a few companies you are interested in.

- **Know your conversation options**

1:1 conversation vs. group

- **Prepare your tools**

Is your résumé polished?

- **Develop your goals for the conversation**

What are you hoping to gain from this conversation?

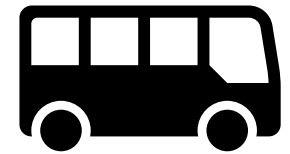
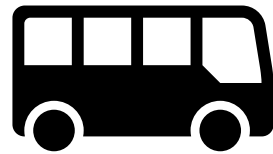
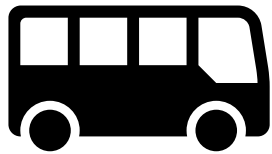
- **Prepare your introduction and specific questions**

Who are you? What do you want to know? What do you want an employer to know about you? What are you curious about?



TRANSPORTATION

- Starting at 9:30am, busses will be picking up in front of the Humanities Theatre every 30 minutes. Return busses also available.
- Grand River Transit – the 202 bus also stops in front of RIM Park
- Limited parking at RIM Park
- **Ensure you bring your WatCard!** Students from select institutions will be allowed to attend





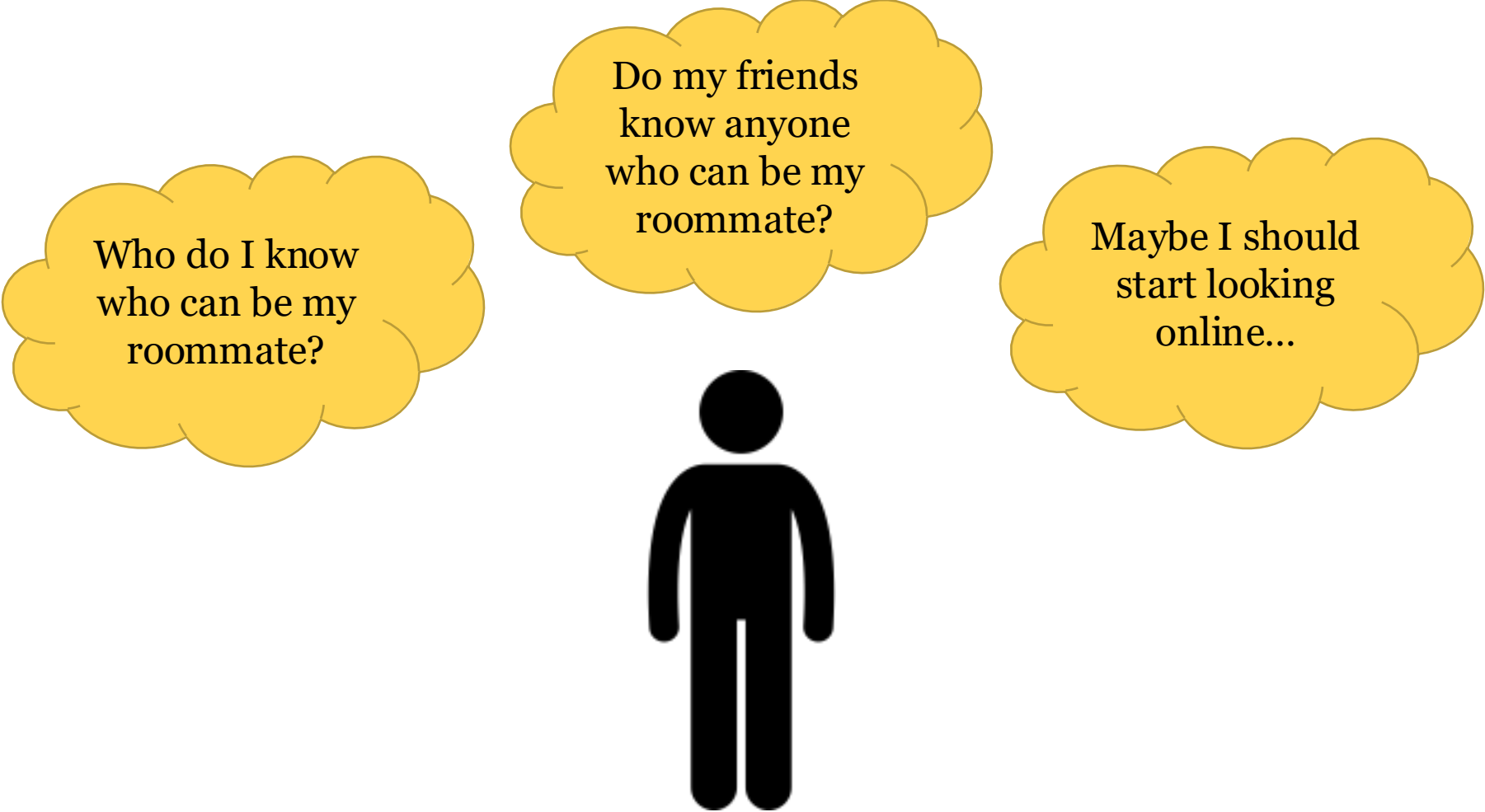
DURING THE FAIR: NETWORKING 101

WHY IS NETWORKING AN EFFECTIVE JOB SEARCH STRATEGY?

- » Helps you learn more about your field
- » Connects you with important people within your field
- » Helps with your own decision making process
- » Helps to articulate your personal story
- » Strengthens your reputation with potential employers
- » **Unlocks the hidden job market**



EMPLOYERS LOOK FOR EMPLOYEES THE WAY YOU LOOK FOR A ROOMMATE



EMPLOYERS LOOK FOR EMPLOYEES THE WAY YOU LOOK FOR A ROOMMATE

Do I know anyone who could fill this position?

Do my contacts know who could fill this position?

Maybe I should start looking online...



DURING THE EVENT: ETIQUETTE

- Do your homework on the companies to asked informed questions
 - Don't start a conversation with “what are you hiring for”
- If entering a group conversation, please take a moment to listen in and wait for an opportunity to join in
- Feel free to expand on, or ask follow up questions about conversations the employer had/is having with other candidates – but don't take over the conversation



NETWORKING CONVERSATION (INFORMATION INTERVIEW)

- Review employer information – ask informed questions to demonstrate your interest
- Take notes!

How to start a conversation

1. Introduce yourself
 - “Hi, I’m [name] from [school] and I am interested in ...”
2. Transition to questions:
 - What kind of education, training, or background does this position require?
 - What is a typical day (or week) like at <company>?
 - What kinds of problems do you deal with?
 - Ask questions to gain insight into the application process

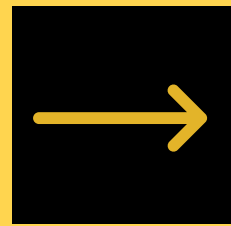


HOW TO END A CONVERSATION

Follow these three simple steps:

1. Wait for a natural break in conversation
2. Show appreciation
 - “Thank you for taking the time to answer all of my questions”
3. Follow-up with action
 - “I am looking forward to applying to <position>”





AFTER THE FAIR

AFTER THE FAIR

- Send thank you notes when appropriate (emails)
- **Connect on LinkedIn**
- Follow up on any suggestions an employer may have given
- Employers may have you apply online for available positions – make sure to mention your conversation at the fair in your cover letter





CONNECTING WITH EMPLOYERS

USING LINKEDIN

HOW TO CONNECT WITH SOMEONE

- 1) **How you know them:** What did you talk about at the P4E Fair?
 - 2) **Why you want to connect:** Building your network, interested in learning more about a company, interested in the positions they have to offer.
 - 3) **Call to action:** Do you just want to connect, do you want to meet them, do you want to follow up on a conversation you had with them?
- Keri Twigg, "How to write to people you don't know (but want to) on LinkedIn"

HOW TO CONNECT WITH PEOPLE

“Hi, I’d like to be added to your professional network on LinkedIn.”

“Hi, I’m looking for a job in marketing and sales. I would enjoy to connect with you to see if I might be the right person for your team.”

“Hi _____, I am passionate about helping promote equity and inclusivity, and I know your department at the University of Waterloo is a global leader in this arena. I would be interested to learn from you and get some advice on how I can make an impact in my career.”

“Hi _____, I notice that you know _____, a colleague of mine who studied with me at the University of Waterloo. I appreciate the work that you are doing at WestJet. Would you be interested in grabbing a coffee to chat for 15 minutes? I’d be happy to hear how you got into this field.”

“Hi _____, I am really glad we got to speak at _____. I wanted to follow up on <insert sometime specific to your conversation with the employer>

A QUICK SUMMARY

- Do your homework! Do research on organizations that are of interest to you
- Prepare your resume
- Clean up your socials, especially your LinkedIn
- Practice your opening and ending conversations
- Brainstorm general and specific networking questions
- Be prepared to follow up after the event

WE'D LOVE TO HEAR FROM YOU!

These workshops are for you! We are always looking for ways to improve. Please complete the feedback survey delivered to your inbox after this session.



The background is a solid yellow color. On the left side, there is a large L-shaped graphic composed of a red horizontal bar at the top and a light purple vertical bar on the left. At the bottom of the page, there is a horizontal bar divided into three segments: a light purple segment on the left, a teal segment in the middle, and a dark blue segment on the right. On the right side, there is a vertical blue bar that curves at the bottom. A light purple diagonal bar crosses the bottom right area, overlapping the teal and dark blue segments.

QUESTIONS?



**Regular
Co-op
Undergrad
Masters, PhD, Postdocs
Alumni
Employees**



**Job Search Tactics
Résumé
Cover Letter
Interview Prep
Career Exploration
Grad School Prep**



**Individual Appointments
Drop-ins
Workshops
Online Resources**

uwaterloo.ca/career-development

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