

P4E FAIR:

WHAT TO EXPECT & NETWORKING 101

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Centre for Career
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- Career Leader, Workshop Facilitator @ Centre for Career Development
- 4B Life Physics, Medical Physics Specialization
- Past co-op experiences: University of Waterloo, SickKids Hospital, University of Toronto, Grand River Regional Cancer Centre
- www.linkedin.com/in/karinawilk
- Fun fact: I have a dog named Winnie



TERRITORIAL ACKNOWLEDGEMENT

The University of Waterloo is located on the territory of the Neutral, Anishinaabeg and Haudenosaunee peoples and is situated on the Haldimand Tract, the land promised to the Six Nations that includes ten kilometers on each side of the Grand River.

Outside of KW area? Check out: <https://native-land.ca/>

Let's keep learning. Why not take a course?
INDG 201 The Indigenous Experience in Canada
<https://ucalendar.uwaterloo.ca/2223/COURSE/course-INDG.html>



WE AIM FOR THIS TO BE A SAFE(R) SPACE

- We are entering this space with the intention of creating as safe a space as possible for you. Safe space means something different for everyone, but we promise you that we will try our best!
- Participate in the way that feels most comfortable for you! Take what works for you, leave what doesn't.
- Ask questions whenever! Please use the chat during presentation time, but you can use your mic during the Q&A if comfortable.
- Feel free to send me a direct message to participate anonymously
- Please be respectful of other participants and facilitators

WE AIM FOR A SAFE(R) SPACE

Going into this workshop, the intention is to create as safe a space as possible.

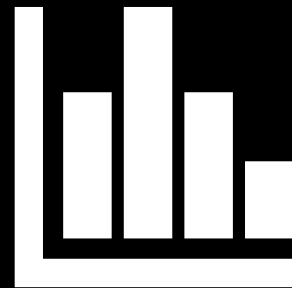
A safe space means different things for everyone, but we'll do our best! Let's keep 3 things in mind:

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



WHY ARE YOU ATTENDING THE FAIR?

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





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

WHAT IS THE P4E FAIR?



TODAY'S AGENDA

1



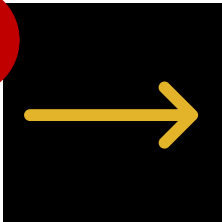
Learn how to **PREPARE** before the P4E fair.

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.



NAVIGATE & PREPARE FOR THE FAIR

The fair is virtual and powered by
the CareerEco platform.

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: BE TECH READY

- Set up a CareerEco account
- Test your internet and video connection – most communication will be through group chat
- Familiarize yourself with the event technology
- Employers may direct you to submit interest forms and job applications



This Photo by Unknown Author is licensed under CC BY-SA-NC

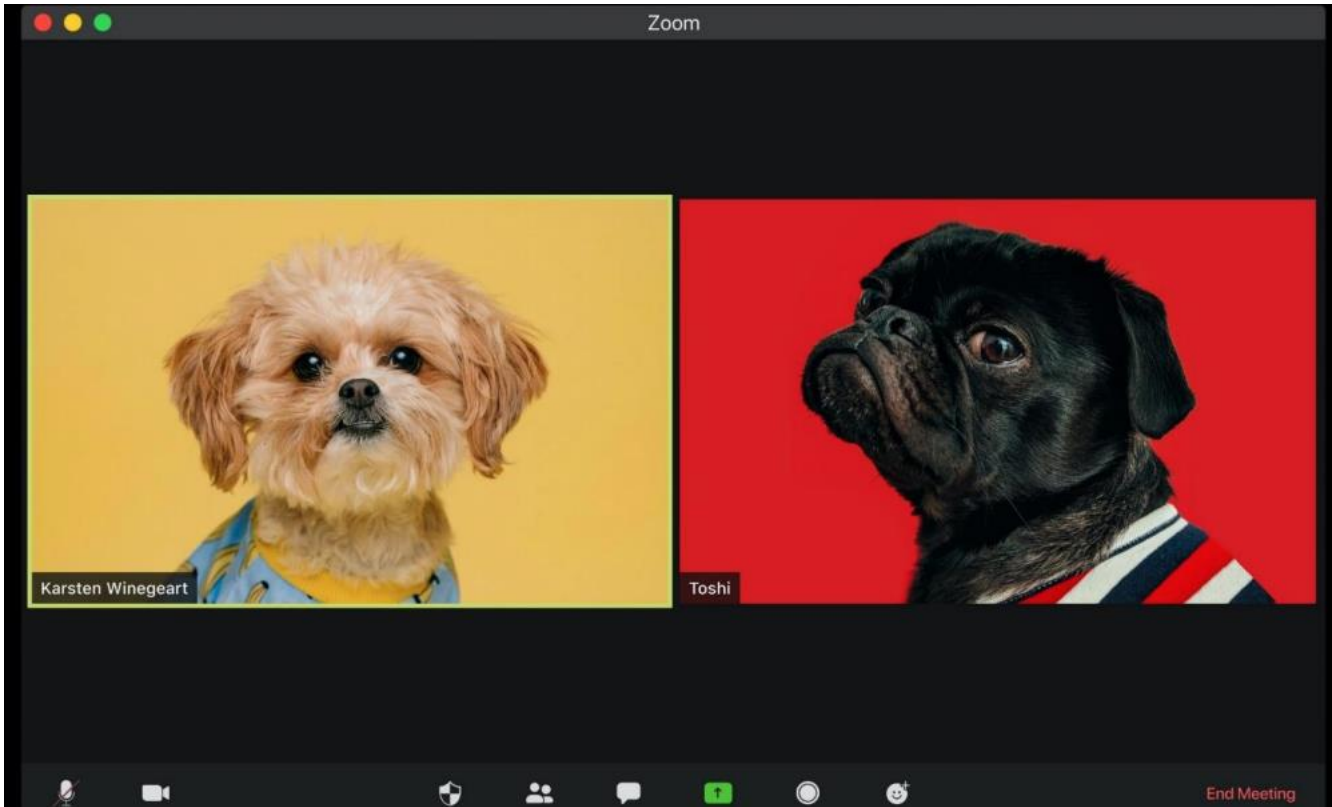
BEFORE THE EVENT: APPEARANCE

1. **Sound:** find a quiet space and a room with some sound insulation
2. **Background:** have a clean, simple and professional background
3. **Camera Angle:** ensure your camera is at eye-level
4. **Lighting:** use natural light or a lamp. Ensure you are not backlit!
5. **Dress:** dress appropriately and professionally from head to toe



Photo by Christina @ wointechchat.com on Unsplash

BEFORE THE EVENT: BODY LANGUAGE



1. **Posture:** positive body language
2. **Eye contact:** look into the camera
3. **Facial Expressions:** smile when appropriate
4. **Voice:** be mindful of if you need to slow down
5. **Practice your answers 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
- Visit CCD for a resume critique!



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?



DURING THE EVENT: NETWORKING 101

CAREER ADVISOR BOOTH

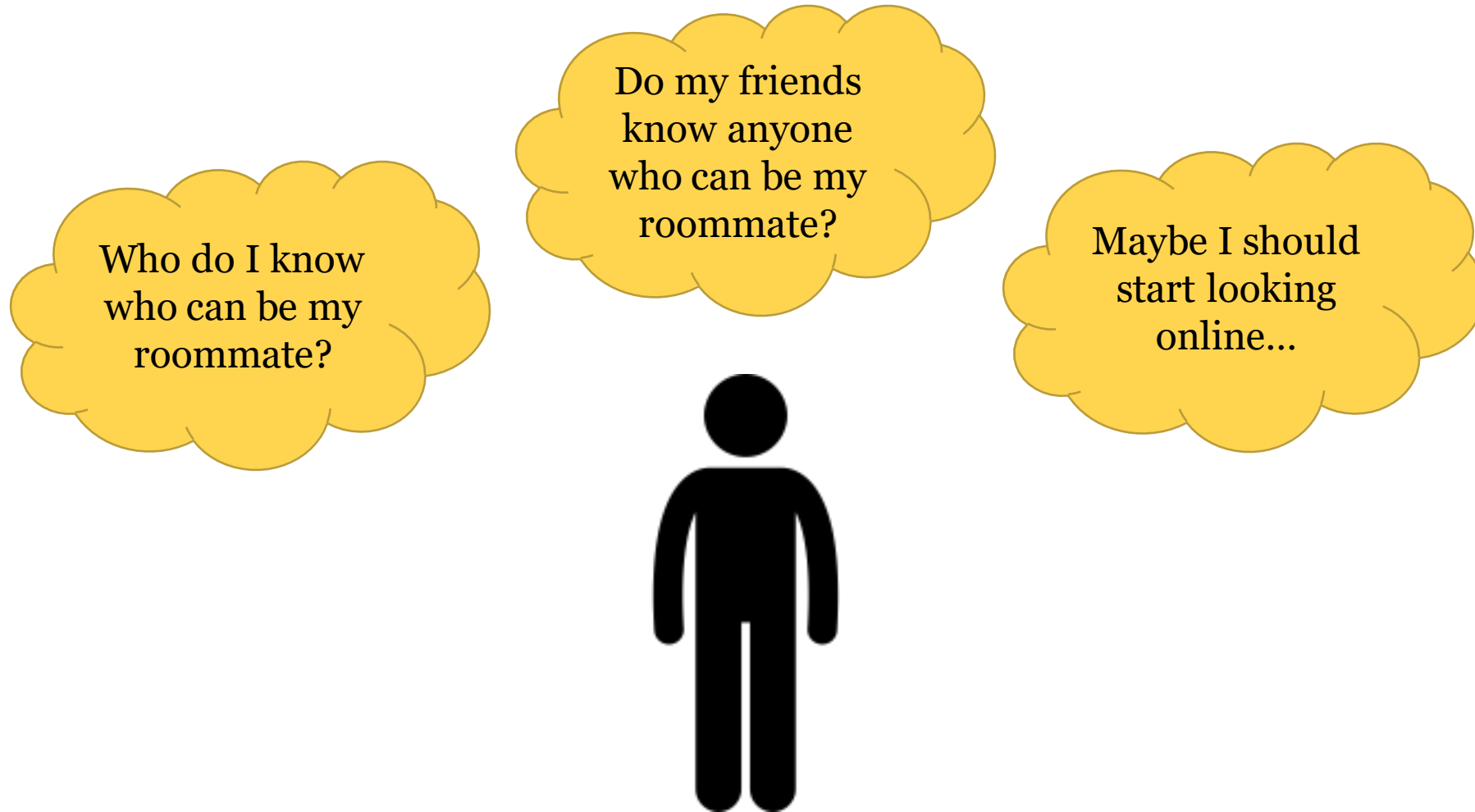
- There will be career advisor booth staffed by CCD to support you
- If you have last minute questions about resumes, networking, etc., they are here to help!

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...

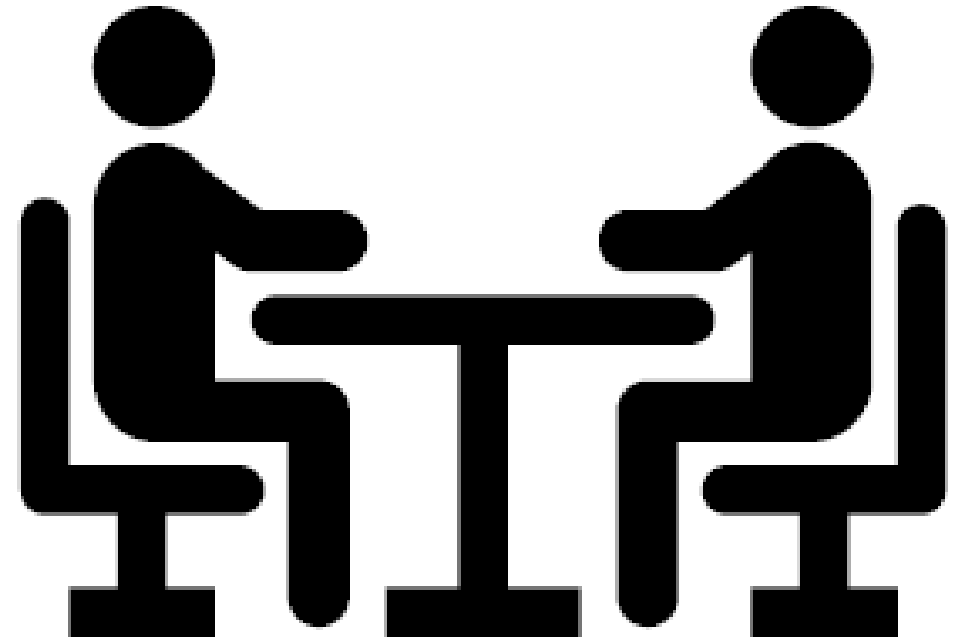


WHO DO I TALK TO? HOW DO I FIND EMPLOYER INFORMATION?

- Click “back to all rooms” then “more info” at the top of the screen for more information
- You can filter employer by:
 - Position category (e.g.: HR, marketing, IT, etc.)
 - Type of role they are hiring for (full-time, co-op, summer, etc.)
- When you are in a booth, you can click “about” to see additional information an employer may provide
- Use the “Express Interest” box to let an organization know you are interested

DURING THE EVENT: COMMUNICATION

- Some employers may not have enough staff to have 1:1 chats
- If a virtual room is busy, communication will likely occur via group chat (text)
- Be prepared for either communication method!



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 chat, please take a moment to scroll up and see what conversation has already taken place
- 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

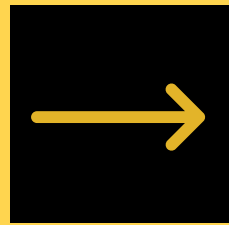


HOW TO END A CONVERSATION

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 (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

The background is a solid yellow color. It features several thick, stylized lines in various colors: a red line forming an L-shape in the top-left corner; a pink line forming an L-shape in the bottom-left corner; a teal line forming a horizontal bar at the bottom; a blue line forming a large U-shape on the right side; and a pink line forming a diagonal shape on the right side. The word "QUESTIONS?" is centered in a bold, black, sans-serif font.

QUESTIONS?

FAQs

The employers at the fair aren't hiring for the type of role I'm looking for, why?

How many resumes should I prepare?

How long does P4E run for?

Can I attend the fair if I am not a co-op student?

HOW DID WE DO?

We are always looking for ways to improve and your feedback is important. Complete the feedback survey delivered to your inbox at the end of this week.

Our mission is to educate and motivate all members of the University of Waterloo community to develop and take action to achieve current and future career goals.



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



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



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