

# P4E FAIR: WHAT TO EXPECT & NETWORKING TIPS

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UNIVERSITY OF  
**WATERLOO**



**CENTRE FOR CAREER ACTION**

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# 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/>  
Resources available at University of Waterloo through the Office of Indigenous Relations:  
<https://uwaterloo.ca/indigenous/>

# 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
- If having tech issues, our fabulous student staff will be able to troubleshoot with you. We appreciate patience if any tech problems arise on our end 😊
- Please be respectful of other participants and facilitators

# WHY ARE YOU ATTENDING THE P4E FAIR?



# INTRODUCTIONS

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



# WHAT IS THE P4E FAIR?



# TODAY'S AGENDA

1



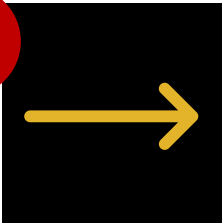
Learn how to **NAVIGATE & PREPARE** before the P4E fair. Understand the technical aspects of the fair. Learn how to use the platform.

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.



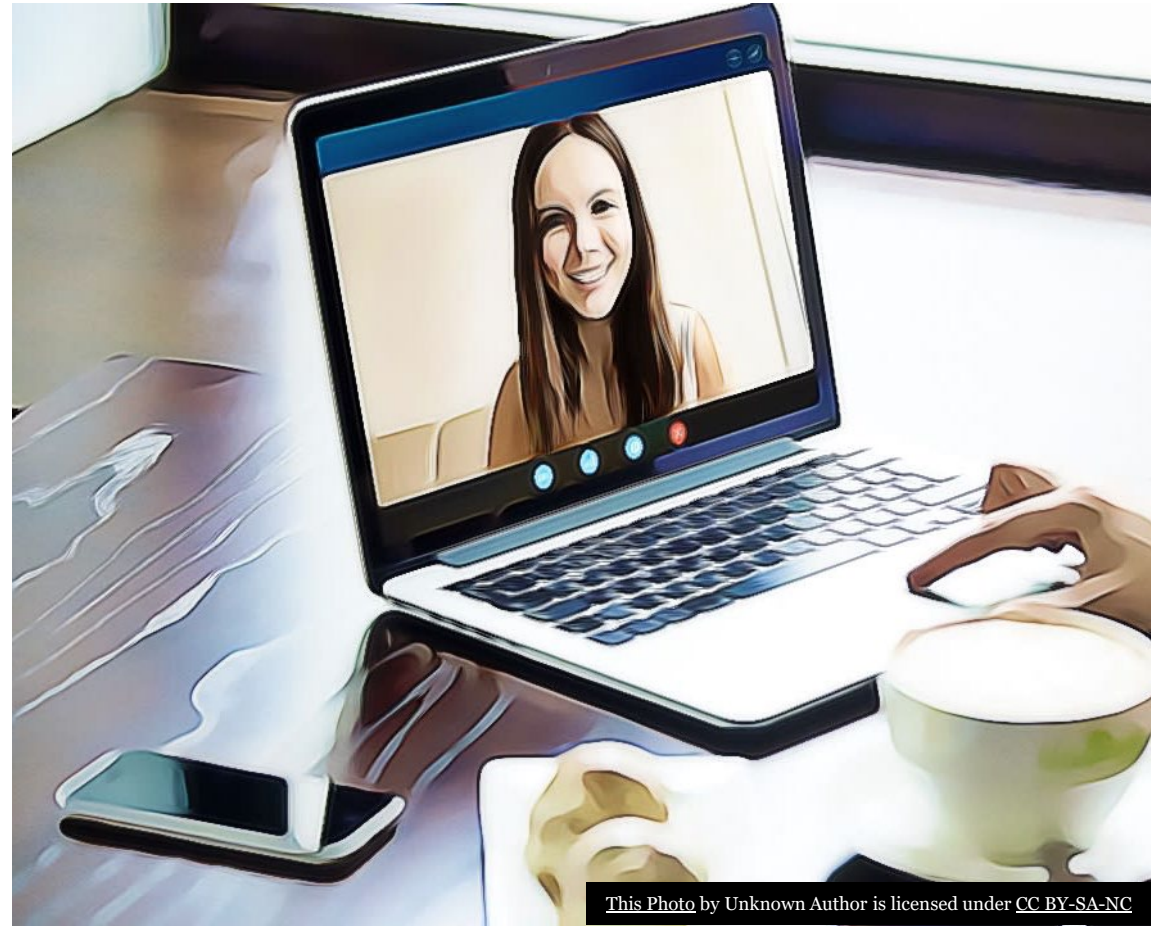


# **NAVIGATE & PREPARE FOR THE FAIR**

The event is powered by the CareerEco platform.

# BEFORE THE EVENT: EXPLORE YOUR OPTIONS

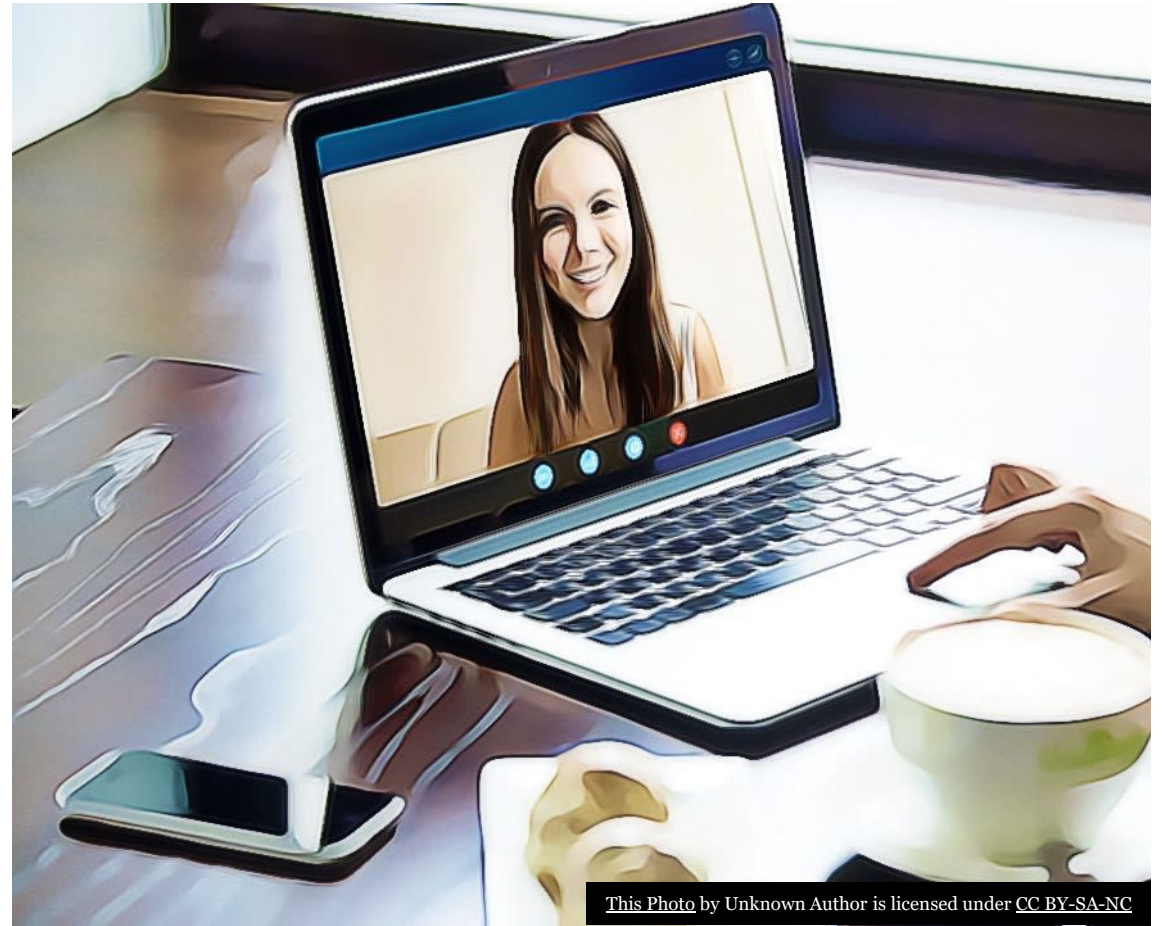
- Check out the exclusive list of employers! Figure out who you are interested in connecting with
- P4E has flexible schedule to meet employers – some companies allow you to book meetings ahead of time if you want a one-on-one meeting



This Photo by Unknown Author is licensed under [CC BY-SA-NC](https://creativecommons.org/licenses/by-sa/4.0/)

# BEFORE THE EVENT: BE TECH READY

- Set up a CareerEco account
- Test your internet and video connections – most communication will be through group chat but you may request a one-on-one or a video call
- Familiarize yourself with the event technology
- Practice your introduction and think about what skills you want to highlight – more on this later!



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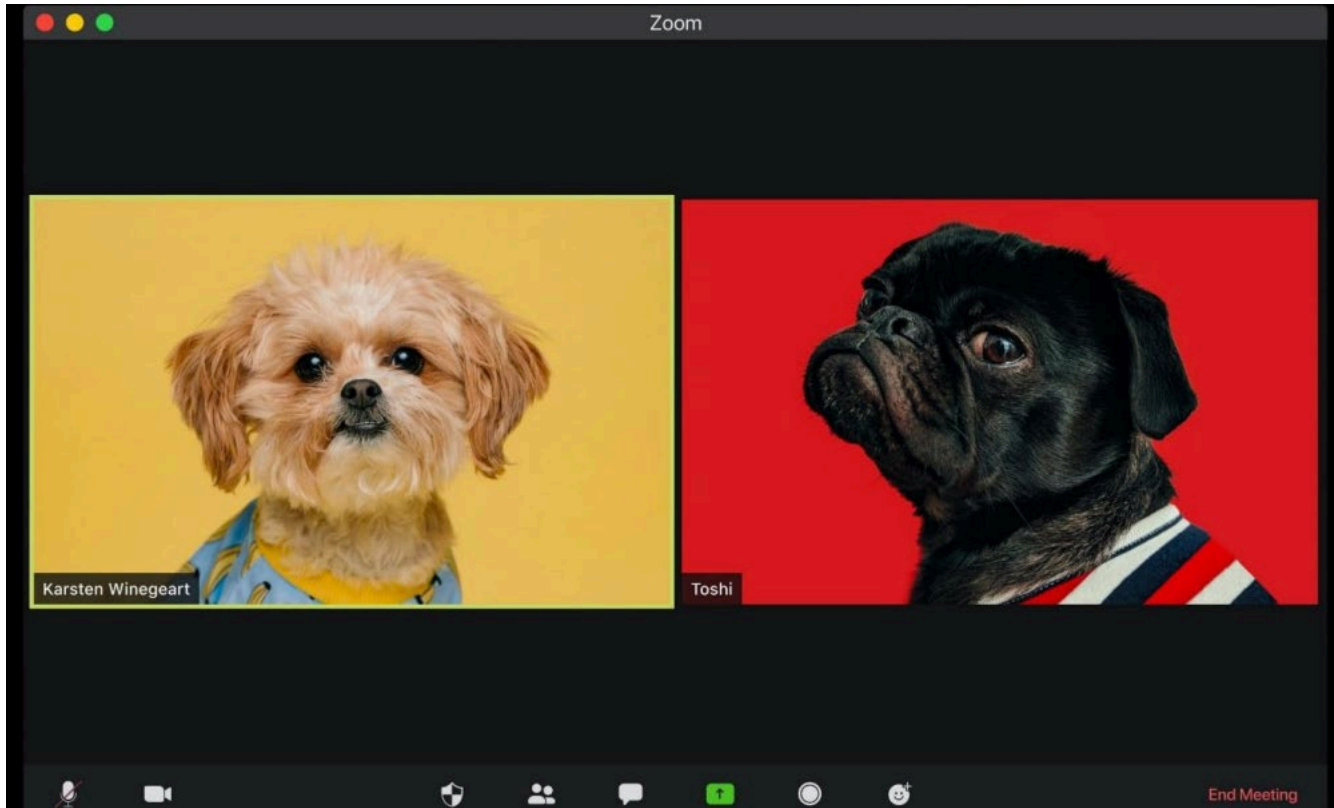
# BEFORE THE EVENT: APPEARANCE

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**

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

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Be in control of your online presence.



# NETWORKING PREPARATION

- **Determine your audience**

Who do you already know? Who would you like to know?

- **Know your conversation options**

1:1 conversation vs. group chat

- **Prepare your tools**

Is your résumé & online profile on Career Eco?

- **Develop your goals for the conversation**

What are you hoping to gain from this conversation?

- **Prepare specific questions**

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**



# 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**

# HOW JOB SEEKERS PREFER TO JOB SEARCH ↓

Apply to job ads or send in résumé unsolicited

Seek referrals from friends and colleagues

**Develop relationships with target employers**

Hire via job ad or résumé

Hire someone referred by trusted colleague, friend or agency

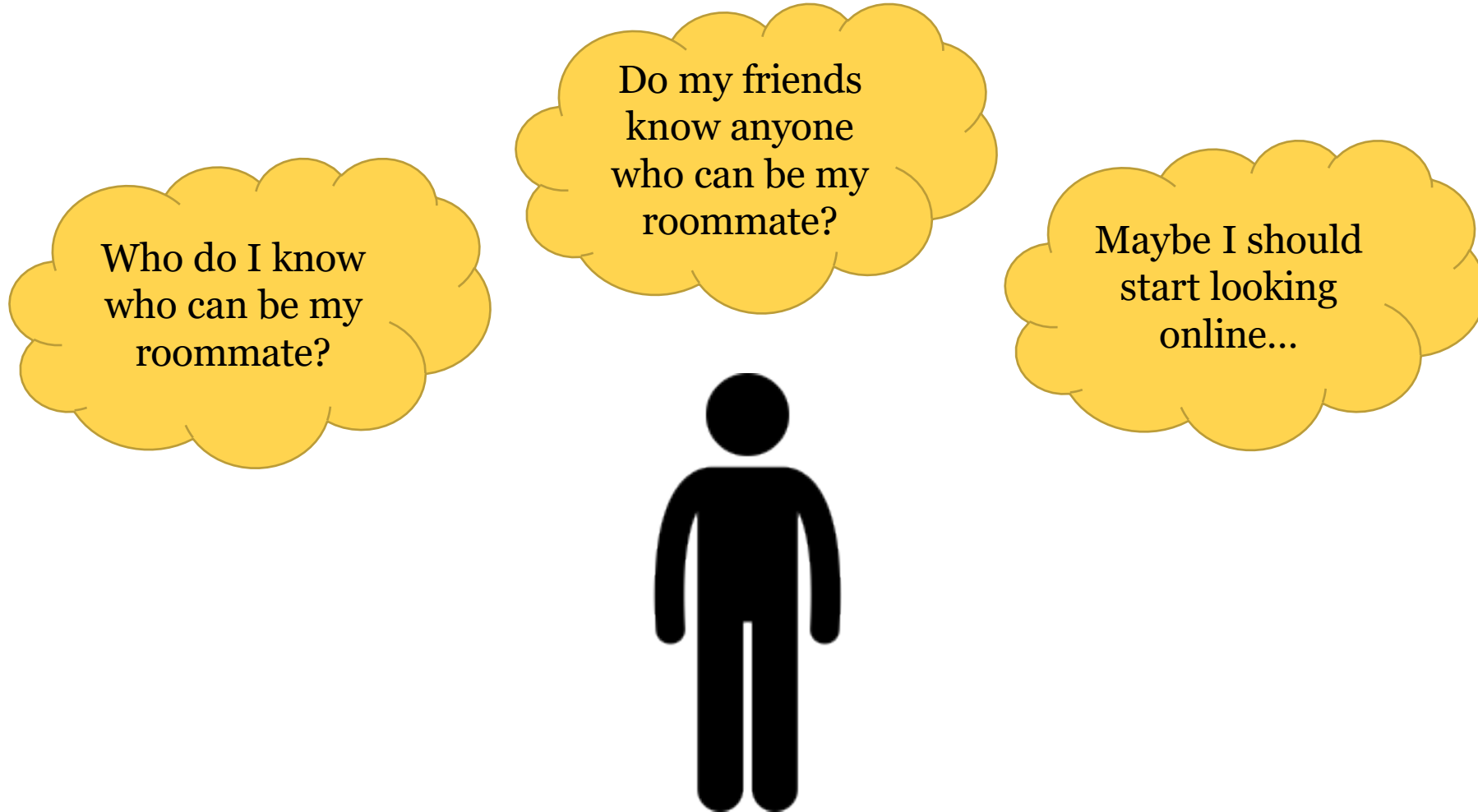
**Hire someone whose work they have already seen**



# ↑ HOW HIRING MANAGERS PREFER TO HIRE

(Adapted from Bolles, "What Color is Your Parachute," 2011)

# EMPLOYERS LOOK FOR EMPLOYEES THE WAY YOU LOOK FOR A ROOMMATE



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Do I know anyone who could fill this position?

Do my contacts know who could fill this position?

Maybe I should start looking online...

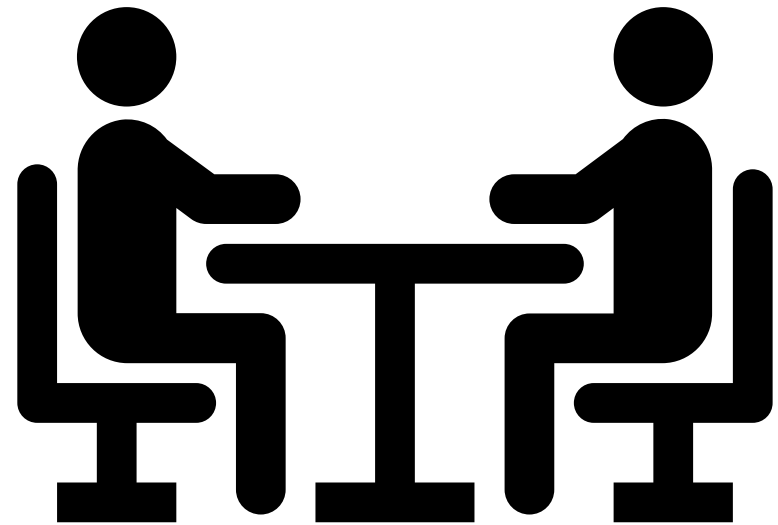


# WHO DO I TALK TO? HOW DO I FIND EMPLOYER INFORMATION?

- Click “back to all rooms” then “more info” at the top of the screen for more information
- You have the ability to 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 individual chats with everyone
- If a virtual room is busy, communication may likely occur via group chat (text)
- Be prepared for either communication method: individual video call & group call/chat



# DURING THE EVENT: ETIQUETTE

- If entering a group chat, please take a moment to scroll up to 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
- In a video setting, refrain from eating
- Make sure at the end of a video chat, you actually left the virtual room prior to doing or saying anything further

# NETWORKING CONVERSATION (INFORMATION INTERVIEW)

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

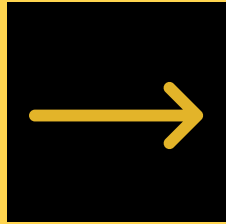


# HOW TO END A CONVERSATION

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:** did they take a class with you, co-worker, in same group, referred to you, someone you admire? **Spoke 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

- Familiarize yourself on the CareerEco platform
  - Make your account – upload your resume and update your profile
- Clean up your socials, especially your LinkedIn
- Do your research on organizations that are of interest to you
- Practice your introduction
- Brainstorm general and specific networking questions
- Be prepared to follow up after the event

## Workshop Qualtrics Survey

Provide us with feedback!



**QUESTIONS?**



# FAQs

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

What is a queue?

How do I upload my resume to the platform?

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.*



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Undergrad  
Masters, PhD, Postdocs  
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**[uwaterloo.ca/career-action](http://uwaterloo.ca/career-action)**

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**THANK YOU!**

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