

# Talk to a partner...

1. What's your experience of connecting with employers so far?
2. Identify 3 **benefits** of connecting with employers as part of your next-step career planning

# Career Essentials: Make the Most of the UCL Careers Fairs

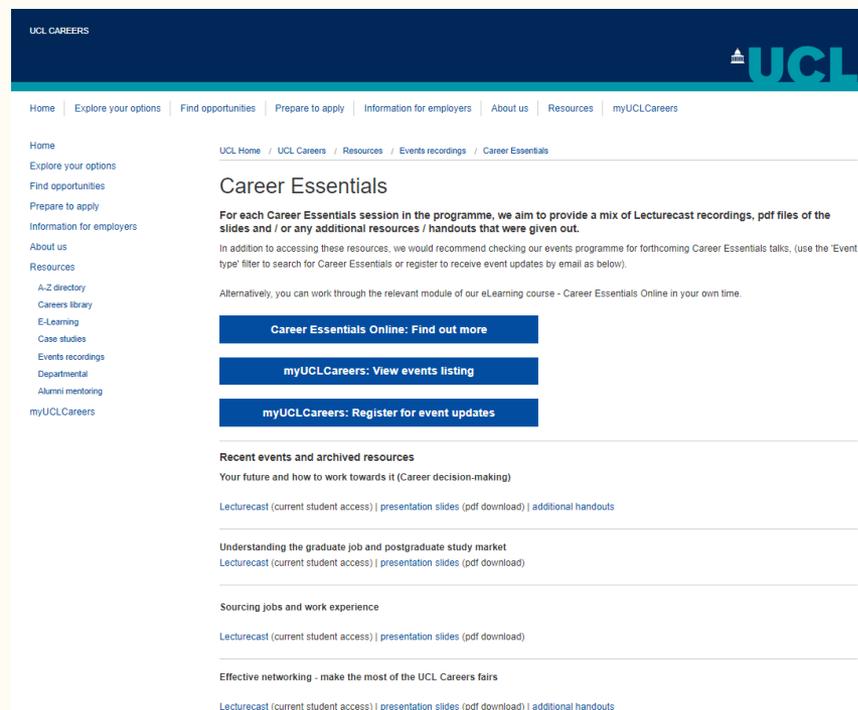
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Careers Consultant

# Slides and recordings

<https://www.ucl.ac.uk/careers/resources/slides/career-essentials>

Search 'UCL Career Essentials'



The screenshot shows the UCL Careers website page for Career Essentials. The page has a dark blue header with the UCL logo and navigation links. A left sidebar contains a list of menu items. The main content area features a title 'Career Essentials', a brief description of the resources, and three prominent blue buttons: 'Career Essentials Online: Find out more', 'myUCLCareers: View events listing', and 'myUCLCareers: Register for event updates'. Below these are sections for 'Recent events and archived resources' with links to various lecturecast recordings and presentations.

UCL CAREERS

UCL

Home | Explore your options | Find opportunities | Prepare to apply | Information for employers | About us | Resources | myUCLCareers

Home  
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 myUCLCareers

UCL Home / UCL Careers / Resources / Events recordings / Career Essentials

## Career Essentials

For each Career Essentials session in the programme, we aim to provide a mix of Lecturecast recordings, pdf files of the slides and / or any additional resources / handouts that were given out.

In addition to accessing these resources, we would recommend checking our events programme for forthcoming Career Essentials talks, (use the 'Event type' filter to search for Career Essentials or register to receive event updates by email as below).

Alternatively, you can work through the relevant module of our eLearning course - Career Essentials Online in your own time.

[Career Essentials Online: Find out more](#)

[myUCLCareers: View events listing](#)

[myUCLCareers: Register for event updates](#)

### Recent events and archived resources

Your future and how to work towards it (Career decision-making)

[Lecturecast \(current student access\)](#) | [presentation slides \(pdf download\)](#) | [additional handouts](#)

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[Understanding the graduate job and postgraduate study market](#)

[Lecturecast \(current student access\)](#) | [presentation slides \(pdf download\)](#)

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[Sourcing jobs and work experience](#)

[Lecturecast \(current student access\)](#) | [presentation slides \(pdf download\)](#)

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[Effective networking - make the most of the UCL Careers fairs](#)

[Lecturecast \(current student access\)](#) | [presentation slides \(pdf download\)](#) | [additional handouts](#)

# Career Essentials programme 2019 - 2020

- 12 title lunchtime talks.
- Small Group Work sessions (CV).
- 3 title workshops covering LinkedIn, Mock Assessment Centres and MBTI Personality Profiling.
- 6 module e-learning course.

# Talks coming up Oct 2019

Make the most of the UCL Careers fairs	1 <sup>st</sup> , 8 <sup>th</sup> , 16 <sup>th</sup>
Cover letters & application forms	3 <sup>rd</sup>
Improve your CV	4 <sup>th</sup>
An introduction to the graduate job market	7 <sup>th</sup>
Find and fund a PhD	9 <sup>th</sup>
Your future and how to work towards it	14 <sup>th</sup>
Better PhD Applications	15 <sup>th</sup>

# Small group CV sessions

- New this year
- Work on your CV in a group of up to 6 students, with an Applications Advisor
- October 3<sup>rd</sup>, 17<sup>th</sup>, 31<sup>st</sup>
- November 14<sup>th</sup>, 28<sup>th</sup>, December 12<sup>th</sup>
- 1.00 – 1.50pm, UCL Careers

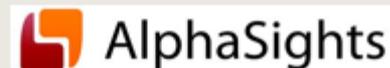
# What we'll look at today

- Where to find employers to 'connect' with
- The 'benefits' and 'barriers' to connecting conversations
- 5 ways to make the most of the UCL Careers fairs programme

# Careers Fairs programme

- Management Consultancy: Wednesday 2th October
- Banking, Finance & Economics: Tuesday 8th and Wednesday 9th October
- Life & Health Sciences Fair: Monday 28th October (at The Francis Crick Institute)
- IT & Technology: Wednesday 16th and Thursday 17th October
- Engineering and Built Environment Fair: Monday 21st October
- Law Fair: Monday 28th and Tuesday 29th October
- Employer presentations (on and off campus) across the year

# Examples of employers on campus



Law . Tax



**London**  
Stock Exchange Group



HERBERT  
SMITH  
FREEHILLS



Civil Service  
Fast Stream

Linklaters

NORTON ROSE FULBRIGHT



accenture

CLIFFORD  
CHANCE

FRONTLINE  
CHANGING LIVES



TeachFirst



# But what if I'm not interested in graduate schemes?

## Sectors

- International Development
- Media and broadcasting
- Publishing & journalism
- Cultural heritage
- Environment

## Roles

- Policy officer
- Content editor
- Marketing co-ordinator
- Campaign Manager
- Sustainability officer

# Themed week programme

-  Government & Policy, 21 - 25 October 2019
-  Museums, Arts and Cultural Heritage, 11 – 15 November 2019
-  Media, 25 – 29 November 2019
-  Charities & NGOs, 27 – 31 January 2020
-  International Development, 3 – 7 February 2020
-  Careers in Health, 10 – 14 February 2020
-  Sustainability Fortnight, 24 February – 6 March 2020
-  Life & Health Sciences, 9 – 13 March 2020

[Link to themed weeks event page](#)

FIND *your* FUTURE

# UCL Alumni Community

<https://uclalumnicommunity.org>

The screenshot shows the homepage of the UCL Alumni Online Community. At the top left is the UCL logo. In the top right corner, there is a "Sign in" link. A large blue banner across the middle reads "Welcome to The UCL Alumni Online Community". Below this banner is a photograph of the UCL Portico building. On the right side of the page, there is a "JOIN NOW" section with a "Connect with" heading. Below this heading are three buttons: "Sign in with LinkedIn", "Sign in with Facebook", and "Email". Below the "Email" button is a link that says "Why is it safe to register with LinkedIn / Facebook?". At the bottom of the page, there are four navigation icons on black banners: "Connect" (two people icon), "Support" (speech bubbles icon), "Network" (globe icon), and "Jobs" (person icon).

# UCL Careers Newsletter

- **Be the first to know!**
- Sign up to email updates through your myUCLCareers account (profile section)
- **Events booking**
- Job vacancies

# Let's hear from you...

- Identify 3 **benefits** of connecting with employers as part of your next-step career planning

# Making Connections: Benefits

## Learn from other's experience

- more conversations = potential inspiration
- organisational culture is often the differentiating factor
- Job 'research' as opposed to job 'search'

## Competitive advantage

- information not publicly available on website
- use examples drawn from connecting with people in your applications/ interviews

# Competitive jobs market

- Graduate applications per vacancy 2018

Sector	Applications per graduate vacancy
FMCG	204
Investment bank or fund managers	86
Energy, water or utilities	86
Banking or financial services	79
Digital	67
Consulting or business services	53
Retail	49
Transport or logistics	46
Engineering or industrial	38
IT & Telecommunications	36
Built Environment	35
Accountancy or professional services	29
Chemical or pharmaceuticals	29
Law firm	22
Public sector	12

Source: ISE annual survey

# Understanding the employer

Quote from a UCL Management Consulting fair recruiter:

“It can be difficult for candidates to articulate why they are interested in a specific employer.

From the outside, the early responsibility, training & development opportunities and prestigious client-base are similar for many high-profile employers in our sector.

What makes us different is the way we do things and the people we hire.

The only way for you to really understand what our culture is like is by engaging with our staff, asking lots of questions and understanding more about what’s it like to work here.”

# Motivational evidence

- My interest in X was reinforced speaking with consultants at the 15th October London presentation including Shavin Shah (Strategy associate). He spoke convincingly about the strong team ethic he experienced working on the Telco account and the opportunities to develop relationships with clients at any early stage. His exposure to meeting senior clients mirrored my experience during an internship at Y where I.....

# In pairs...

- Identify 3 **barriers** that might prevent you from attending or making the most of opportunities to connect with employers

# Making Connections: Barriers

## Confidence

- I'm not 'good' at networking and don't feel comfortable talking about myself
- how would I introduce myself?
- what would I talk about?
- why would they be interested in me?

# Making Connections: Barriers

## Lack of contacts

- what if I don't have a ready-made network I can use?

## Ethical

- it seems to be who you know, not what you know
- I feel uncomfortable about asking someone to give me a potential advantage

# 5 ways to make the most of the Fairs



# Making connections can actually be **fun!**

In pairs: nominate a 'storyteller'

## Storyteller:

- for 1 minute recount an academic or professional experience that you are proud of / enjoyed

## Partner:

- Listen
- at the end, ask questions to find out more

# Asking good questions

## Closed questions

- did you enjoy it?
- have you developed new skills?

## Open questions

- what did you enjoy the most?
- Which skills have you developed and how?
- what happened next?
- how would you describe...?
- tell me more about...?

# Repeat the exercise

- Reverse roles so that the other person is the 'storyteller'

## Storyteller:

- for 1 minute recount an academic or professional experience that you are proud of / enjoyed

## Partner:

- Listen
- at the end, ask questions to find out more



**The best way to be  
interesting is to be  
interested!**

# Employer Feedback

‘I’m constantly surprised by how ill-prepared students seem, how poorly considered their questions are and little use they make of the opportunity to **really** talk to us...’



# What **not** to ask....

- what does your organisation do?
- **could you check my CV?**
- what kind of salary could I expect?
- **what is your closing date for applications?**
- what kind of skills do you look for?

# Employer Staff at UCL Careers fairs



Graduate  
trainee



Recruitment  
manager



Senior  
employee



# Ask the Right Questions

- An organisation you are interested in are at a careers event.
- What 'open' questions might you ask their staff?

## Consider:

- Graduate trainee
- Recruitment manager
- Partner

# Example Questions (1)

## Graduate Trainee

- What does a typical day look like?
- What have been some of the highlights of your experience so far?
- What aspects of the job do you enjoy? What do you enjoy less?
- What are the biggest challenges?
- How did you decide that this role was for you?

# Example Questions (2)

## Recruitment manager

- What are the typical training opportunities involved – how tailored are they to your specific needs?
- What is the typical progression timeline?
- How do responsibility levels increase during the duration of the training scheme?
- How will I be appraised?

# Example Questions (3)

## Senior employee

- How is the industry changing – what will be some of the biggest future challenges for the organisation?
- What are likely to be some of the growth areas in the sector over the next few years?
- What do you value about working at X?



# Introductions

- Practice your 'pitch'

Assess the following example pitches:

- Student approaching a recruiter for Save the Children.

Messages:

- Introduction
- Relevant background and interest in opportunity
- What is your question?

# Prepare for the Fair



## Homework!

- find out who's attending (listed on MyUCLCareers)
- who do you want to talk to and what do you want to find out?
- pre-register (if necessary)
- get there early
- creating the right impression: appearance



# Fair etiquette

- if nervous - 'warm-up' before approaching key target employers

Creating the right impression:

- go solo, target individual

The exit:

- know when to move on
- collect business cards / names of staff
- make notes of important points (use for later)

# Summary

**Remember - Making connections can actually be fun!**

1. The best way to be interesting is to be \_\_\_\_\_?
2. Ask the right questions!
3. Introductions can be tricky – practice!
4. Do your homework.
5. Note down what might be valuable later.

# Questions?



# UCL Careers 1 to 1 Support

- Applications advice (20 minutes)
- Short guidance (20 minutes)
- Practice Interview (60 minutes, on condition of real employer interview)
- Book online in advance using myUCLCareers

# Find us

4th Floor, Student Central Building, Malet Street

Mon-Thurs 9:30 - 17:00

Fri 11:00 -17:00

[careers@ucl.ac.uk](mailto:careers@ucl.ac.uk)

020 7866 3600

