

# Getting the most out of employer and alumni events



Careers events can be a great way to get insights and tips from employers and former students. As well as learning more about what fields of work might interest you, these events are a great networking opportunity.

To get the best from careers events, take a proactive approach. Read these ideas before you go, prepare in advance, and keep an open mind.

## Top tips on making contact with an employer / alumni after an event, workshop or fair

- Always write to a named contact
- Mention any shared connections / where and when you may have met
- Be clear about why you are writing – what you want to do, why you are stuck. Not your life story!
- If you're asking about work experience, include any specific skills, knowledge or experience that would be valuable to the company – one sentence will do
- Mention why you think this person might be useful: *"As an employee of HSBC I'm very interested in your opinion"* or *"I'd be keen to get a better understanding of what the client adviser role actually entails"*
- Make a clear, simple request: *"I'd be very grateful if we could arrange a 5-minute phone conversation"* or *"I'd be interested to know how Unilever recruits new employees into its marketing roles"* or *"Would it be possible to come in and shadow you for a day during June?"*
- Give clear contact details

## Before the event

Learn more about the companies represented and the kinds of roles they offer. Decide if any of these interest you.

If not, keep an open mind. You never know what interests the event might spark, knowledge you might gain or who you might meet.

## During the event

Think about the jobs discussed and how they'd suit you and your skills. Think up some questions to ask if you get a chance to talk to the speakers.

Remember that this is just one person's viewpoint and not necessarily representative of the whole company/industry.

If there is an opportunity to network afterwards, take it. People generally enjoy talking about themselves if prompted. If you talk to the speakers, you could ask questions about the culture of the company, what changes they foresee in future, where they advertise vacancies, or any tips they have for someone starting out.

## After the event

You can find out more about the types of jobs you've heard about on the Job Profiles page of [Prospects.ac.uk](https://prospects.ac.uk).

You can also find out more about the speakers - check out their LinkedIn or Twitter profile or have a look at their employers' website.

You might want to contact them directly, either by email or by connecting on LinkedIn. You can then use this connection to ask any further questions, or even ask about work shadowing opportunities or advice on your application. Always be very specific about what you want from them and how they can help.