

**CAREER SERVICES**

PENSACOLA CHRISTIAN COLLEGE



**RECRUITMENT EVENT**  
BE EQUIPPED FOR SUCCESS

# RECRUITMENT EVENT GUIDE

## WHAT ARE THEY?

Recruitment events specifically help you connect with businesses and recruiters and look at options for internships and jobs. These events are held to bring opportunities to campus for you to be able to network for your future. We actively work to recruit high-quality businesses to come on campus for these events so that you have the best opportunities!

## WHY SHOULD I ATTEND?

Recruitment events aren't just about trying to land a good internship or job; they're also about networking. These events can help you explore businesses that you may not have considered or even thought of before.

**EXAMPLE:** Have you ever thought about the fact that hospitals don't just need medical personnel? They also need accountants, marketers, business administrators, customer service reps, and more! Don't write off a company as an option until you've talked to them about available opportunities.

Recruitment events are not just for seniors! Freshmen, sophomores, and juniors should all try to attend these events if possible.

**Freshmen,** this is an opportunity for you to see what recruitment events are like and network with recruiters that could lead to future opportunities.

**Sophomores and Juniors,** many of the businesses that attend these events are here recruiting for internships as well as full-time jobs. Oftentimes, a great way to get a foot in the door at a business is by successfully completing an internship with them.

## HOW CAN I PREPARE?

Start by logging in to your student account on PCC's Career Services platform—[Career Link](#). This is the platform that all businesses attending recruitment events are required to have a profile on.

Next, you should research the businesses that are attending and determine which ones you want to target. Once you have found businesses that you are interested in, you will then want to research them by going on their website, reading their mission statement and history, and learning what opportunities are available. Know why you are interested in them, why you want to work there, and where you would be a good fit.

**Research the business** to help you communicate confidently when speaking with the recruiter and to help you as you prepare your résumé for that company specifically.

**Prepare your résumé** and have several copies of it with you for the recruitment events. Each copy of your résumé should be tailored to the position you are interested in and the company you are targeting. Meaning—your résumé should include the education and experience that is the most relevant to the job you are applying for.

**Get assistance** with your résumé and refer to the helpful Résumé Guide on Career Link's resources page. You are also welcome to see a Career Services team member from the Career Services Office on campus (located in AC 115), and they would be happy to review your résumé with you.

**Practice your elevator pitch** with a friend until you are confident in how you are presenting yourself. Be positive, smile, and speak confidently. An elevator pitch should be brief and contain a greeting, your name and current status, why you are interested in the organization, and finally, the questions you have for the employer.

**EXAMPLE:** "Hi! My name is John Doe, and I am a senior in business management. While I have had the opportunity of leading a team of eight while working at company ABC, I am interested in working at your corporate office in Mobile. The main questions I have are, 'What are the most common career paths at your company?' and 'What qualities do you look for in candidates for this type of position?'"

If you want further help, contact the Career Services Office, and they can help you review and prep for your introduction.

There are mock interview videos available to you on Career Link under the resources page. These videos will show you common interview questions. You can even record responses to each question to practice meeting with recruiters or interviewing.

## QUICK TIPS

- Greet employers with a handshake and learn their names.
- Smile, be polite, and have good manners.
- Give your elevator pitch (make sure you practice it ahead of time!).
- Stay relaxed and listen carefully to the questions asked.
- Answer every question accurately.
- Make frequent eye contact.
- Use proper English when speaking. Avoid slang.
- Show an interest in the job. Ask questions.
- Be enthusiastic and supportive.
- Be tidy and well groomed.
- Do not chew gum (mints are a good idea!).
- Go easy on cologne/perfume. Many people have allergic reactions to scents.

## WHAT TO WEAR

We encourage you to wear Professional Business attire. Although not required, this suggested dress code is listed below.

### *Men's Professional Attire*

Suit or sport coat, dress shirt, tie (top button fastened and tie pulled tight; no cartoon or themed ties), dress pants with belt or suspenders, and appropriate dress shoes and socks should be worn.

### *Women's Professional Attire*

A suit jacket, dress or skirt with blouse, and dress shoes should be worn. Skirt or dress should reach knees or below. Dress shoes should be a low to moderate level heel.

## AFTER A RECRUITMENT EVENT

Follow up after the event with any recruiters you spoke to, such as with a thank-you card or brief email. This is another way to stand out from the crowd and make a great impression! Even if you have committed to another employer or have simply decided not to go with a company you had previously considered, following up with recruiters with a thank-you note or email will help keep the door open for future opportunities. Show that you respect their time and show your professionalism. You should answer any emails you receive from recruiters after recruitment events as promptly as possible.

**PRO TIP!** After a networking event or career fair, connect on LinkedIn with the recruiters you met. Make sure to include a personalized and professional note reminding them how you met and why you're connecting.

Check out our other guides on [Alumni Connect](#)

Contact the Career Services Office with any questions at [careerservices@pcci.edu](mailto:careerservices@pcci.edu) or 850-478-8496, ext. 2849.