The Career Day brochure provides a comprehensive guide to effectively make use of these events. Preparation before these events is crucial in order to make the best impression on your potential employers. The Career Day is a crucial opportunity not to be missed. Esteemed firms will be attending this event to recruit the best students the AUB has to offer. This will be your chance to make the first leap into your career path. The years of hard work spent at AUB will be well rewarded if you take this final step from the academic to the career world.
Dear AUB Students

The Career Day brochure provides a comprehensive guide to effectively make use of the Career Day. I would like to stress the importance of your preparation before these events in order to make the best impression on your potential employers. In today’s difficult financial climate, firms are becoming increasingly more selective of their recruitments. Students must not only be qualified for their careers but well marketed and polished to reveal their most valuable qualities.

The Career Day is a crucial opportunity not to be missed. Esteemed firms will be attending this event to recruit the best students the AUB has to offer. This will be your chance to make the first leap into your career path.

Prior to the Career Day, you should be prepared with a robust resume and cover letter. Research the profile of participating firms that interest you and are related to your field of study. Prepare questions to ask firm representatives about career paths, job descriptions and the overall culture of the company. Review the available Career Day opportunities on our website and send your resume and cover letter to the Career and Placement Services (CPS), Student Affairs office (mg03@aub.edu.lb) with the vacancy reference number in the subject line. This will ensure that the attending firms will have your resume and cover letter before the Career Day, giving you a head start.

On the Career Day make sure to dress appropriately by wearing a white, black, navy blue, brown, or grey suit for both males and females. Manage your time efficiently in order to view all firms that you are interested in. Introduce yourself formally to firm representatives as this will successfully show your professionalism. Keep in mind that you will likely be asked questions pertaining to your education and work experience. Be sure to go through your resume with firm representatives and give a detailed explanation of each point.

Following-up with firms after the Career Day is a very effective way to leave an impression on your potential employer. An efficient way to pursue your application is to send a Thank You letter immediately after the Career Day to state your appreciation for their time and consideration. After a few weeks, if the firm has not replied, another follow up letter may be appropriate to be informed of your application status.

The AUB Career Day is the first step toward achieving your ideal career. We sincerely hope you seize this valuable opportunity to make the right choices and achieve your potential. The years of hard work spent at AUB will be well rewarded if you take this final step from the academic to the career world.

Dr. Maryam Ghandour
I. Overview of University Career Days

A. Reasons to attend the Career Day
- Find out about the job market and what opportunities are available when you graduate.
- Learn about yourself and what sorts of jobs interest you.
- Decide which major/emphasis to choose, based on demand by employers if you are indecisive of your career path.
- Establish contact with companies that can offer you a job or an internship in your area of interest.

B. What happens at the Career Day
- Interact one-to-one with company representatives from a wide range of industries.
- Raise your questions about the type of jobs available in each organization.
- Expect firm representatives to ask you questions about your studies and career interests.
- Learn from the experience of the organization’s top management that may include former alumni of your university.
- Provide your resume and cover letter to firms’ representatives for the available job opportunities since some of them may conduct interviews on the same day.
- Keep in mind that job offers are not normally given during the Career Day.

C. What to do before the Career Day
- Prepare and polish your resume/CV as well as a cover letter including your education, skills and experience with a professional.
- Visit the Career and Placement Services (CPS) website on the below hyperlink where you may find a sample resume and cover letter to guide you in the preparation process: www.aub.edu.lb/sao/cps/skill/Pages/resume.aspx
- Bring multiple copies of your resume/CV, laser printed on conqueror/galgo/bond paper each enclosed in a Nylon folder, if you wish to apply to several organizations.
- Visit the CPS website on the below hyperlinks where you can find job vacancies categorized according to faculty, major/emphasis, years of experience and location:
  > Regular vacancies: www.aub.edu.lb/sao/cps/vacancies/Pages/divisions.aspx
  > Job Fair vacancies: www.aub.edu.lb/SAO/CPS/JF2011/Pages/default.aspx
- Send your resume to the CPS office specifying the job vacancy reference number of the selected positions in the subject line.
- Visit the Career and Placement Services (CPS) site where you can find all recruitment presentation schedules and job listings. (www.aub.edu.lb/sao/cps/Pages/index.aspx)

D. Select the companies of your interest
- Review the list of the participating companies’ profiles which is distributed both electronically and as hard copy by the CPS.
- Find all Career Day related information advertised on the CPS website. www.aub.edu.lb/sao/cps/Pages/index.aspx
- Identify companies you are most interested in from the list.
- Research on your selected companies and learn more about them.

E. Develop your introduction
- Introduce yourself formally.
- Give a brief summary of your education and career interests.
- Research on your selected companies and learn more about them.
- Practice introducing yourself to company representatives that you will meet on the Career Day. For example:
  “Hello! How are you? My name is John Smith. I’ll be graduating in June with a degree in Business Marketing and am looking for a full-time position. Could you tell me if people with this major work in your company and, if they do, what type of work they generally perform?”

II. Generate your list of questions

A. Questions for employment and internship:
- What entry-level positions do you offer at the moment?
- What are the day-to-day responsibilities of this job?
- What type of educational background do you look for?
- What are the skills and abilities that you look for?
- What is the hiring process in your organization?
- Do you offer internships and for which majors?
- What training programs do you offer graduates during the first few years?
- If I were to join and grow in your organization, what is my role likely to be after 5 years?
- How would you describe the career path in your company?
- What is your company’s market position relative to its competitors?

B. Questions related to fields of study in demand by the job market:
- Which one of the following majors is most in demand within your organization?
- What type of role and responsibilities could I have in your company after graduating from each of these majors?
- What subjects or classes would you recommend in order to prepare me for this role?

C. Questions to avoid:
- Avoid asking questions about salary and benefits during the first meeting.
- Refrain from asking questions about working hours until you receive the job offer.
- Avoid asking for gifts and free samples.
D. Employer potential questions:
- What is your favorite subject in your current studies and why?
- What is your current and expected final GPA/Average?
- What work experience or internships have you had and what have you learned from them?
- What experiences have you had of working within a team—for example in university projects, sporting activities or other group activities?
- Have you ever encountered a conflict within a team and how did you solve it?
- What do you know about our company?

III. What to do during the Career Day

A. Look professional
- Dress professionally: suit (white, black, navy blue, brown, grey) for both male and female students/alumni.
- Make sure that you are neat, tidy and well-groomed on the day.
- Avoid anything that makes you appear casual such as wearing jeans and sneakers.

B. Manage your day
- Arrive early so you can get quality time with company representatives before the rush begins.
- Mark your target companies on the Career Day guide, meet and speak with them one by one, and then cross their names off your list.
- Tour the whole event and speak with firms you have not specifically targeted but who may have interesting opportunities that you were not aware of.

C. Make each conversation productive
- Introduce yourself, using the personal summary you prepared earlier.
- Ask your most important questions.
- Take notes of the key points and any follow-up actions required
- Ask for a business card from the company representatives you speak to or note down their name and contact details.
- Give them your business card, if available.
- Make your conversation short and effective since company representatives have limited time and there may be other students waiting in line to ask their questions.
- Make sure your mobile phone is on silent mode.

IV. What to do after the Career Day

A. Follow up with companies
- Follow up with companies and do not assume that your work is finished at the Career Day.
- Send a “thank you” email immediately after the event to any representatives who gave you in-depth information or offered to be future contacts, for example:

Dear Mr. Rogers,

I would like to extend my sincere gratitude for meeting with me during Career Day at the American University of Beirut; I appreciate your attention during such a busy event.

After our conversation, I became very interested in the marketing trainee program in your organization and I am sure I can be an effective member of your team.

I would welcome an opportunity to visit your office and speak to you further about the trainee program. Please inform me if this is possible and when the most convenient time would be.

Thank you again for your time and consideration.

Sincerely,

John Smith
Business Administration
Marketing 2011
American University of Beirut
Tel: 050 123 4567
Email: john.smith@aub.edu.lb
B. Follow up on any actions that may have been recommended or asked of you from firm representatives, such as:
- E-mail a copy of your resume to the organization through the AUB Career and Placement Services (CPS).
- Call another person or department in the organization.
- Complete an application form online.

If a few weeks have passed and you have not heard from the employers after completing the procedures, you should send an email to them inquiring about the status of your application.

C. Reflect on what you have gained from the Career Day:
- Review the information you have gathered, including your notes from the conversations with firm representatives.
- Reflect on key questions that are important to you. These may include:
  1. Which industries and types of jobs interest you most
  2. Which companies' working environment is most attractive to you
  3. Which companies seem to offer the best opportunities for growth
  4. What other qualifications do you need to prepare you for the job market

V. Career Day Checklist
- Briefcase or handbag
- Pen and Notebook
- At least 10 copies of your CV
- List of companies exhibiting, with your target organizations marked
- List of questions you might want to ask
- Answers to potential questions from employers
- Formal clothing including comfortable and professional shoes

I wish you the best of luck in your career endeavor

“Go confidently into the direction of your dreams! Live the life you always imagined”
“Coming together is a beginning… Keeping together is a progress… Working together is a success”