

# Preparing For Success at National MBA Conferences

[mgt.buffalo.edu/careerevents](http://mgt.buffalo.edu/careerevents)

2018-2019

## National Black MBA Assoc. Conference & Exposition

September 25-29  
Detroit, MI

[www.nbmbaconference.org](http://www.nbmbaconference.org)

## PROSPANICA

Sept 12-14

Milwaukee, WI

[www.prospanicaconference.org](http://www.prospanicaconference.org)

## Asian MBA Leadership Conference & Career Expo

2018 not yet  
scheduled

(was Nov 17, 2017)

New York, NY

[www.asianmba.org](http://www.asianmba.org)

## Other events:

APICS Int'l Conference

National Assoc. of  
Women MBAs

U.S. Career Forum for  
Japanese Americans

Net Impact Career Expo

European Career Fair

A sea of suits



# Individual Interviews





2 minutes to impress!

# Professional Development



# Learn From Your Senior



Thank you to Brandon Glasgow, MBA '18 for sharing his experience. Brandon took full advantage of a national career conference to secure his full time job offer.



# Before the Conference... (squish if soon)

- Review your career goals—what are you looking for? What do you have to offer?
- Perfect your résumé
- Register for conference
- Review job descriptions and apply for jobs

**60-90 days prior**

**30-60 days prior**

- Develop a list of targeted companies
  - Research jobs, companies, industries
  - Rank order your list
  - Prepare talking points
- Conduct pre-conference networking
- Arrange travel and logistics

- Plan your agenda
  - Meals, speakers and networking events
- Craft your elevator pitch statement
  - Tailor it to company and job
  - Conclude with open-ended question
- Prepare pending interviews
- Buy a suit

**30 days prior**

# When You Arrive...

Arrive the first day of the conference and check in!

- Save time, second day is always busiest day.

Review the conference brochure, the Expo floor map, and become familiar with event location and hotel

Attend professional development sessions

- Sponsored and facilitated by recruiters
- Land an interview on the first day

If available, visit the Career Management Center

- Additional practice on interview skills and elevator speech.

# During the Career Expo...

Keep  
organized

Stay focused

Be efficient

Be  
professional at  
all times

Never miss an  
opportunity to  
network

Avoid  
“shopping”



# Meeting Recruiters

Recruiters  
are  
People!!

## Approach

- Smile, eye contact, firm handshake
- Relax, speak slowly and loud enough to be heard
- Elevator pitch and answer interview questions

## Engage

- Open Ended Questions
- Ask relevant questions about the company

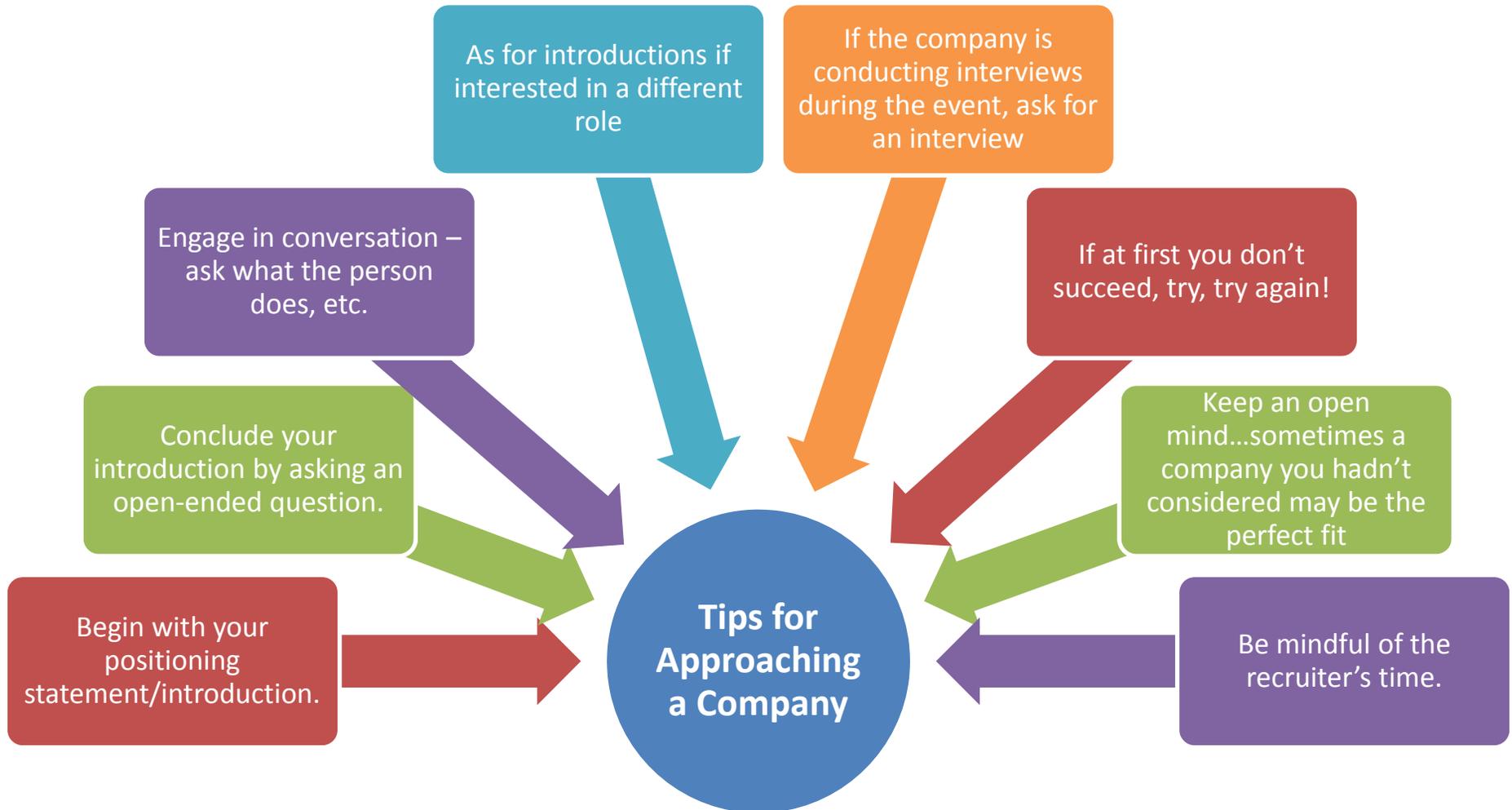
## Close

- Request contact information and ask about next steps
- After leaving the booth, make notes
- Return later, use what you learned

Tired Stinky  
Annoyed Cold Hot  
Irritable Bored  
Achy Distracted  
Forgetful



# Tips for Success



# Sample Introduction

Relevant | Engaging | Smile | Open Ended Question

*“I noticed you have an opening for an ERP specialist posted on the conference website. I found this opening and your company very intriguing because you are in the life sciences industry and the position calls for the development and support of the processes for the creation and revision of master data for your Enterprise Resource Planning (ERP) system. This is exactly what I am looking to do after graduation this spring. I have two years experience with ERP systems already and some of my most rewarding projects have been with life science clients. Here is a copy of my resume which also shows other internships that have helped me develop my organizational, negotiation and teamwork skills. Also, I am really looking forward to the intense data and stats-focused coursework I am taking this semester. Can you tell me what your role is at Company X and if you know what ERP system your company is currently using?”*

# Interview Center

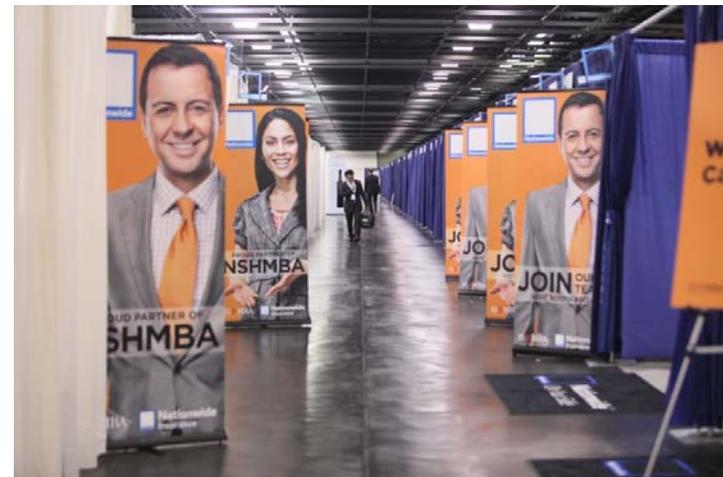
Arrive Early! Allow time to check in and prepare for interview

Interviews happen every day of the conference

Multiple interviews for one company

Be prepared for face-to-face and video conferencing interview

Upwards of 200 to 600+ interviews happening at once



# After the Career Fair...

## Follow up

- Send thoughtful, substantive follow-up notes – acknowledge what was discussed, what you learned, etc. They help people remember you.

## Follow through

- Do everything you said you would (complete online applications, assessments, etc.)

## Be persistent

- Be professional and persistent
- Focus on building relationships for the long term
- Look for opportunities for “repeat performances”

# After the Career Fair...

## Follow Up | Follow Through

*Dear Mr. Smith,*

*I cannot thank you enough for our first round interview this morning for the product development role. Our conversation about how the balance between using technical skills and leadership was extremely interesting. This is the exact role I see myself excelling in upon graduation from my MBA as it can capitalize on my previous engineering experience and degree as well as my current LeaderCORE certification program and campus leadership activities. I have recently completed the online application as you requested, including my reference list and I look forward to a potential next round interview at your location this November.*

*Sincerely,*

*Joe Schmo*

**Traveling to a  
national conference  
or competition  
in 2018-19?**



**Apply to  
The WOW Fund  
for school support!**

**Deadline early September**

**Check out  for details.**

**All undergraduate, graduate and  
PhD students in the School of  
Management are eligible to apply.**

## Apply via BizLink in Jobs/Internships Section

- Going to a national career fair?
- Attending a national professional development conference?
- Traveling to a case competition?
- Financial support to individuals, groups or organizations interested in traveling to national conferences or competitions
- Life-changing, “**wow**” experiences for a student
- Offset the costs of your travel

All undergraduate, graduate and PhD students in the School of Management are eligible to apply

### To be considered:

- Provide a description of the event and purpose.
- List names of participants and student organization (if applicable).
- Indicate any other potential sources of funding.
- Indicate how will this be transformative for you or your group.
- Provide breakdown of estimated costs for the trip per person (i.e. costs for registration, lodging, transportation, etc.).

Please note:

- Recipients will be required to post their experiences to approved social media channels and bring back photos.
- Additional application rounds will take place during 2018-19 if funds are available.

# The Wow Fund

