

1 ANALYZE THE COMPANY'S VIEWPOINT

1.1 Who are the campus recruiters?

Basically they are HR people who specialize in recruiting students. Sometimes business managers visit, allowing us get more information and feedback.

1.2 How many are sent?

- 1 recruiter.
- 2 to 5 recruiters (duo = 1 who talks, 1 who listens and takes notes and then exchange their point of view).
- 5 to 15 recruiters to impress and to make sure they meet everyone.

1.3 What is their goal (companies)?

- Evaluate the level and experience of the students.
- Introduce and present their company.
- Improve the company's image (HR/marketing).
- Look for potential candidates.

1.4 Do they have a decision power?

Depending on who they are:

- if they are from HR, their decision power ranges from low to medium;
- if they are operational or managers, their decision power is higher.

1.5 How are their jobs evaluated?

- Number of students attending their presentation.
- Number of presentations given per year.
- Number of offers made to participants and ratio of offer made to those accepted.
- Turnover rate of acceptances after 2 years in the organization.

2 ANALYZE THE PARTICIPANT'S VIEWPOINT

2.1 What are the goals?

- To get an interview at their offices.
- To gather information on company (assess compatibility, culture, needs, attributes...).
- Practice interviewing skills.
- Build your network.
- Check out your competition.

2.2 How many participants should be there?

This is definitely a compulsory program, so it is mandatory for all students.

In some cases, however, companies are interested in specific profiles and they can limit the number of participants.

2.3 What not to do/not to say

- Do not ask stupid/obvious questions (things you could have found out from a quick look at their website, reports, etc.)
- Do not embarrass the speaker with inappropriate questions.
- Do not play with or use your laptop during their presentation.
- Do not talk too long with them (monopolize their time).

2.4 What to do and to say?

- Attend every session you can!
- Ask questions about:
 - the recruitment process;
 - the kind of jobs offered;
 - the culture of the company.
- Be convincing about your skills, experience and interest.
- Control your body language.

2.5 Your pitch

- Content

Consistent with job target (reverse engineering/retro CV).

- Length
 - 20 to 40 seconds.
 - Then up to 1 to 2 minutes if asked for more information.
- Attitude
 - Eye contact.
 - Concentrated.
 - Committed.
 - Natural.

2.6 How to be remembered?

Items are listed in decreasing order.

- Find commonalities.
- Say something different/unexpected.
- Follow up with small gestures (sending internet links and lists or other items discussed).
- Stay in touch (every 3 to 9 months).
- Be personal.
- Listen, look, smile, and use humor.
- Be clear and concise.
- Chose the appropriate time to approach them: early or late.
- Remember and use correct names.
- Describe an interesting private hobby.
- Bring an object with you.
- Make compliments about her/his achievements.
- Use a visiting card showing your photograph/key achievements on the back.
- Talk about a charity that you support.
- Be humble.
- Be yourself.
- Understand their problems.
- Master a subject and know the person you are talking to.

2.7 How to follow up?

- Telephone call with :
 - the assistant ;
 - the interviewer.
- Email :
 - Email thank you ;
 - email (cover) and letter attached.
- Hard copy
 - hard copy thank you;
 - hard copy or card with paper/article.

2.8 What to do if turned down?

Campus recruiting is a tough activity for recruiters.

Be patient and try to understand the company. Keep a smile and try to gather as much information as possible. You may discover areas that need improvement after this experience. This is the first step to getting a successful job in the future.

Understand the company's interests, take notes and figure out why other participants succeeded.

All this information may be very useful for approaching the company a second time, with a different strategy and targeting a different recruiter.

A final point: "Never, Ever GIVE UP!!!"