Throughout the academic year various companies will be hosting “Information Sessions” and “Wine & Cheese” events for management students. They last from 1 – 2 hours and typically involve a short presentation with Q&A followed by a brief reception. Here are a few tips that will help you to prepare.

**TIPS**

- **Remember the impact of the first “visual impression”.** Your appearance must be impeccable. **For a Wine & Cheese, dress and prepare as you would for a job interview.** Information Sessions tend to be less formal. Studies show that people form an impression about you within the first 7 - 30 seconds of meeting you.

- **When meeting a host/guest/potential employer at the event, smile, make eye contact, and shake hands confidently.** Make sure the hand shake is firm but not TOO FIRM. Don't wait for the employer/host to initiate conversation. Approach them. **Introduce yourself with your first and your last name, and a little bit about yourself.** (e.g. "Hello, I'm David Miller, and I'll be graduating in the spring of 2000 with a degree in Marketing") Thank them for coming/supporting the event/participating/etc. This is an excellent way to initiate conversation.

- **Don't ask them to "tell me about your company" …….it will demonstrate that you have not done any research.** Instead ask about what they look for in students, what their training program is like, or the type of work new grads typically do in their first year of employment.

- **Keep your right hand free in order to shake hands.** Avoid holding the cold glass in your right hand ……..your hand will feel cold and clammy to the touch, even if you switch the glass to your left hand.

- **Talk about their organization**, and ask questions about future trends in their industry/business. If you've read a recent article about them, or heard a news report about their success or a new initiative, weave that in to the conversation. **Listening is an important part of the communication process, so listen attentively to what they have to say.** You don't have to "carry the ball" in every conversation.

- **If you are with a group of students who are talking to an employer, make sure you participate in the conversation, but do not dominate it.** Recruiters tend to make note of 2 types of behaviours at social events…..those that tend to "hog the show" and don't let others participate in the conversation, and those that stand idly by.

- **Remember to use appropriate language** … avoid slang, and talking about last night’s "beer bash". **Always remember that you are an educated person, and are heading for a professional role in business/management.**

- **Wearing a name tag?** Place it on the right side close to your shoulder.

- **Remember the "zone of space".** Keep a distance of about 3 feet between you and the other person. If this is too uncomfortable for you, then stand about one arm's length away.

- **Make sure to get the employer's business card.** Make notes about the company, and what you've learned. The back of the card is a good place to put that info. Discreetly take periodic note breaks during the evening to record the information you gather.

**REMEMBER TO ALWAYS VIEW THESE EVENTS AS OPPORTUNITIES FOR YOU TO NETWORK AND MEET POTENTIAL EMPLOYERS.**

**NOT TO SOCIALIZE WITH YOUR FRIENDS.**