

# *Best Practices of Putting your Professional Foot Forward*

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## ● **Conference Experience**

- 24 National Conferences
- Assisted in Executing 8 National Conferences & Summits
  - Corporate Partners Committee, Meals and Receptions, Townhalls
- NCLR Youth Advisory Council Representative to the U.S. Midwest Affiliate Region
- Presented workshops and served as a panelist for national conferences such as NCLR, The College Board, Latino Youth Leadership Conference.
- Chicago, San Antonio, Austin, Miami, Washington, DC, Las Vegas, New Orleans, Kansas City, San Diego, Los Angeles, etc...

# Overview

- Purpose of Conference
  - Goal
- Conference Preparation
  - What to Prepare For
  - Who to Prepare For
  - What to Bring
- Tips and Advice
  - Networking
  - Leaving a Lasting Impression

# Preparation Begins at Home

- Resume
  - On resume paper
  - Edited
  - In your inbox or flash drive
- Portfolio/Padfolio
  - Notepad
- Business Cards

*Bring a sweater...*

# Look the Part

- Ladies
  - Clothing
  - Shoes
  - Jewelry
  - Makeup
- Gentlemen
  - Clothing
  - Shoes
  - Cologne

# Flip the "On" Switch

- You are "on" from the time you walk into your hotel
- You turn back "on" once you step outside of your room
- The Elevator
  - You never know who is in your elevator
  - The Elevator Pitch
    - 30 seconds or less
    - Write it down, condense it, make it succinct and clear
    - WIFM
    - Acronyms

# Opportunities Arise

- Experts in Your Field
- Scientists
- Workshop panelists
- Career Fair representatives
- Corporate representatives
- Professors, Directors, Deans
- People who are where you may want to be
- People who could give you an internship, a job
- People who can connect you to Master's and Doctoral programs

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# Scenario

- *Think of an organization, research project, or team you represent with pride. You must hire new board members to represent your team to the public, produce results, and make decisions on your behalf all across the nation representing YOUR BRAND. This is a brand you have dedicated time, energy, and your career to. You will attend a career fair next week and must decide which of the hundreds of applicants you meet, you will select to join your team. What skills and automatic attributes must candidates display in order to be selected to join your team? Who would you allow on your team?*



# It's Go Time

- Smile
- Posture
- Be happy to be there!
- THE HANDSHAKE
- Eye contact
- Your friends will be there when you get home

# Making an Impression

- Research companies within the conference
  - Know their history
  - Know their core values, mission statement, executive board, and facts
  - Know WHY you want to work with them
- Forgot to look them up?
  - Google them
    - Take “the bathroom break”
    - Spit your gum out
- Prepare for small talk
  - Appropriate
  - Not controversial
  - Express interest

# The Exchange

- Business Cards
  - Card for Card
  - Write their information on the back of the card
  - Write a thank you email within 24 hours
  - Interact during conference
  - Send a post-conference thank you card
  - Don't take things to heart if...
- They will most likely:
  - Google Interview you

# Reception, Lunch, and Dinner Interviews

- Reception, Lunch, and Dinner Interviews
  - What brings you here?
  - Um, uh, ummm, like, so, um, also too, ya know
  - Negative Nancy, Debbie Downer, Gossiping Gary, Sarcastic Sam
- People love to talk about themselves
  - "Tell me more about that."
  - "How did you get to where you are?"
  - Do not forget to insert yourself

## Final Tips

- Take the initiative to shake all hands
- Acknowledge all present
- Thank their assistants
- Keep your Facebook, Instagram, and Twitter clean
- Communicate while at conference
- Don't forget to send a thank you card
  - And some information on who you are

**Q&A**

# Contact Information

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