

23rd Career Fair on the University Campus

TUESDAY, 14 MAY 2024

11:00 am – 11:20 am

- Opening of the Career Fair

11:00 am – 4:00 pm

- Company presentations and visitor activities
- Application portfolio check by International Career Service and ProTELC
- Free professional photos (stand D56)

4:00 pm

- End of the first day of the Career Fair

WEDNESDAY, 15 MAY 2024

11:00 am

- Opening of the second day of the Career Fair

11:00 am – 4:00 pm

- Company presentations and visitor activities
- Application portfolio check by International Career Service and ProTELC
- Free professional photos (stand M34)

4:00 pm

- End of the Career Fair



Your Career Path in Thuringia.

Make the most of your Career Fair experience at SUAS:
A guide for international students.

Make every interaction count! Best of luck and success!
For questions, contact us

Christian Simoneit

International Career Service
SPIRIT Mentoring Coordinator
ics@hs-schmalkalden.de

Catharina Wassink

SPIRIT Mentoring Coordinator
c.wassink@hs-sm.de

23rd Career Fair
SCHMALKALDEN UNIVERSITY
14 & 15 May 2024



Free Application
portfolio check &
Professional Photos

This flyer is provided by International Career Service within the framework of the Project WORT – Weltoffene Region Thüringens.



WORT
Weltoffene Region
Thüringens

Gefördert durch den Freistaat
Thüringen aus Mitteln des
Europäischen Sozialfonds PLUS



Kofinanziert von der
Europäischen Union

Ein Projekt der

HOCHSCHULE
SCHMALKALDEN
UNIVERSITY OF APPLIED SCIENCES

In Kooperation mit

interculture.de
Jena • Berlin • Hamburg

HOCHSCHULE
SCHMALKALDEN
UNIVERSITY OF APPLIED SCIENCES

www.karrieremesse-schmalkalden.de

Welcome to the SUAS Career Fair!

Take advantage of this exceptional opportunity to connect your academic pursuits with key industry leaders in the regional job market. This guide is designed to help you get prepared for the event and support you in making significant strides in your career journey.

Before the fair:

- **Preparation is key:** Start by familiarising yourself with the list of exhibitors by using the Career Fair Catalogue. Prioritise the companies that match your career goals, research their websites and social media, and map out their stand locations at the fair to streamline your visit.
- **Rank your choices:** Arrange your list of companies strategically. Schedule your dream employer as your third visit, giving you the opportunity to refine your approach with other exhibitors first.
- **CVs ready:** Make sure you have enough copies of your CV in both English and German, if you can. It is also advisable to prepare a short application ('Kurzbewerbung') to hand out on the spot.

During the fair:

- **Dress professionally:** Wear appropriate professional attire. This boosts confidence and creates a positive first impression. Your outfit should reflect the industry you're targeting, with the basic rule being: dress for the fair as you would for a day at work.
- **Pack lightly:** Avoid large rucksacks or bags. All you really need are your application documents, a pen, a notebook and a smartphone, all of which should fit into a slim briefcase.
- **Interact with confidence:** Start conversations with a welcoming smile and eye-contact. Deliver a brief and clear self-introduction, describing your study area and career goals. If possible, start your pitch in German to show your adaptability and willingness to learn.
- **Ask insightful questions:** Employers appreciate informed, thoughtful questions that show a genuine interest in their organisation.
- **Take notes:** Document key takeaways and contact information after each conversation to facilitate personalised follow-up communications.
- **Use available resources:** At the fair we will be offering CV reviews and professional photo sessions for your job application and your LinkedIn profile.
- **Expand your network:** Network not only with potential employers, but also with peers and other professionals. Networking can open up unforeseen opportunities and provide new perspectives.

After the fair:

- **Follow-up promptly:** Ideally within two days of your visit to the fair send a thank-you e-mail to the people you spoke to. This communication is an opportunity to reiterate your interest in their company and reinforce the positive impression you made during your interaction.
- **Evaluate and act:** Reflect on the conversations you had and focus on companies that align with your professional values and recognise your unique skills, especially your soft skills as they contribute to a diverse workplace. Remember that securing the ideal job should be a mutual fit between you and the employer.

The Career Fair Catalogue

Understanding the layout and information provided in the Career Fair Catalogue is crucial to maximising your time and interactions during the event. As the catalogue is currently only available in German, we are also providing you with a PDF version of the catalogue. This will allow you to use online translation tools to translate the sections relevant to your interests.

Here's how the pages are typically structured:



Digital Catalogue –
Download here!

STAND NUMBER

COMPANY LOGO

Company name Contact information

Company description: This section provides an overview of the company, including its culture, size, and the opportunities it offers.

BRANCHE	Industry sector (e.g., IT and Business Consulting)
FOKUS	Areas of focus within the industry
PRODUKTE	Products or services the company specialises in
FIRMENSITZ	Headquarters location
STANDORTE	Number of locations, both within Germany and globally
MITARBEITER	Employee count to give an idea of company size
AKTUELLE BEDARFE	Current hiring needs, from entry-level to experienced specialists

EINSTIEGSMÖGLICHKEITEN (ENTRY OPPORTUNITIES): The types of opportunities that are in demand, are highlighted, while those that are not in demand are shaded grey.

Dual Study Programme	Direct Entry	Working Student
Internship	Final Thesis	Trainee

GESUCHTE FACHRICHTUNGEN (DESIRED SPECIALISATIONS): The specialisations that the company is looking for are highlighted for easy identification, while those that are not relevant are shaded grey.

Mechanical Engineering	Computer Science	Electrical Engineering
Business Engineering	Business and Economics	Business Law

DAS IST UNS WICHTIG (WHAT'S IMPORTANT TO US): Describes what the company values in potential candidates.

DAS BIETEN WIR (WHAT WE OFFER): Describes what the company offers its employees, from attractive salaries to additional benefits such as stock options.

Right side: This is often used for job advertisements.