



*School of Business Faculty and Speakers at Student Conference*

### **2017 Business Student Conference**

On Tuesday, April 4, 2017, 11:30–3:00, the School of Business hosted the 1st Annual Business Student Conference in the East Dining Hall. The focus was “Getting Ahead in Your Career.” Ron Wade, Director of Marketing for the Detroit Tigers and Amy Petersen, Associate Counsel for the Detroit Tigers, spoke to a group of 100 students regarding “Launching Your Career” and spoke about their journey to success. They gave great advice to students regarding the importance of hard work, diligence and determining your area of passion. School of Business’ Human Resources and Health Services Administration faculty, Dr. Rita Fields, presented on “Interviewing Skills and Tips for Success.” Her humorous and informative presentation, provided winning strategies to give the students first-hand knowledge on interview success and landing the job. Van Nguyen, Executive Director of Asian Pacific American Chamber of Commerce, “wowed” students with her presentation on “Managing Your Brand on Social Media.” She stressed the importance of developing your “brand” on social media, using social media for networking, and avoiding social mistakes that could negatively impact your career. She emphasized the benefit of using a professional “head shot” posted on your social media sites. Following the conference, the students attended the MU Job Fair, hosted by Career Services. Here they were able to get free head shots taken by Kathleen Thompson, University Photographer.

All in all, the students had a great day of networking, learning interviewing skills, social media tips, the importance of internship experience, and resume development. Students applied learned skills at the Job Fair, as they interacted with potential employers and internship providers. The conference was a resounding success and plans are underway for the 2018 Business Student Conference.

*Event sponsored by: Delta Mu Delta, MU Career Services and the School of Business.*