

# Career Center

## Company Research

### Build your plan

#### Know who is attending the career fair and learn more about them

Access the career fair event information on the Career Center website, or use the Duke Digital Career Fair Guide (<http://career.dukechronicle.com>) as a source, to locate a list of companies attending the career fair. Pick a company and choose the information you wish to gather. Choose five of these employers for this exercise. Use the chart provided below as a guide, choose your column headings (refer to the list or use those provided) and add the information you find.

List of possible column headings:

Location(s), Alumni Hires, News and Events, Staff Size, Company Mission, Position Titles, Positions Available, Company Culture, Main Product Lines, Industry, Financial Statistics and Organizational Structure

#### Score each organization according to your values and preferences

Now, score each column from 1 – 5 aligning with your values and preferences (1 being the least aligned and 5 being the most aligned). Plan your career fair schedule to make sure you visit companies to which you gave the highest score. You may begin by visiting companies lower on your list to gain practice or start with your first choice to take advantage of being fresh to the fair. The choice is yours.

Company Name	Location/#Emp	Mission, Vision, Philosophy	Current Events in the News	Positions Available	Total # Score
	Score:	Score:	Score:	Score:	
	Score:	Score:	Score:	Score:	
	Score:	Score:	Score:	Score:	
	Score:	Score:	Score:	Score:	
	Score:	Score:	Score:	Score:	

This exercise is similar to the L.A.M.P. list created by Steve Dalton. Please find further resources here:

<http://2hourjobsearch.com/>

<http://goo.gl/jxhKi6> (Beyond B-School)

