



H E N D E R
C O N S U L T I N G



Meeting & Events Australia Career Insights Seminar 2007



Bernie Dyer, General Manager - Hender Contracting

EXAMPLES OF EMPLOYERS

Adelaide Fringe Inc

Adelaide Festival Centre

Adelaide Convention Centre

Adelaide Symphony Orchestra

**Local Government Community
Event Programmes**

Clipsal 500

State Theatre Company

Hotels & Hospitality

Adelaide Festival Corporation

Adelaide Entertainment Centre

Arts SA

Country Arts SA

WomAdelaide

Adelaide Film Festival

Promotions & Touring Organisers

**Sporting & other Entertainment
organisations**

TYPES OF ROLES

Volunteer

Administration Assistant

Box Office

Marketing Assistant/Coordinator

Public Relations / Sponsorship

Production Coordinator/Manager

Visual Arts Coordinator

Advertising Sales Coordinator

Artist or Venue Coordinator

Communications Coordinator

Marketing Manager

Production & Technical Casuals

Programming Assistant

Events Assistant

BARRIERS TO SUCCESS

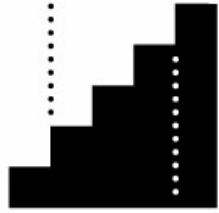
- **High competition** for entry level positions, you must give yourself the edge
- **Poor standard of applications** and resumes received
- **Poor communication and interview skills** – verbal communication and presentation
- **Lack of experience** either unpaid/volunteer work experience or relevant hands on exposure
- **Unrealistic expectations** re salary and responsibilities entering the sector

OVERCOMING BARRIERS

- ***Communicate positively from the first point*** - be polite and interested from the first contact, even if it's the receptionist
- ***Listen and pay attention to details*** – you'll respond more effectively if you know exactly what you are responding to
- ***Use resources available for resume preparation*** - there is a lot of great information available on the internet
- ***Improve your interview & communication skills*** – again a lot of information available on the internet, role play etc

OVERCOMING BARRIERS

- ***Presentation – Dress to impress !*** You don't have to buy a \$500 suit, but make sure you comb your hair, polish your shoes, iron your shirt and take pride in your appearance
- ***Get Some Experience*** – as much as you can while studying & on breaks, unpaid work or exposure to your particular discipline
- ***Get Real*** – learn to walk before you can run, be prepared to start in entry level roles, learn the business and don't expect to progress too quickly. Be eager and willing to learn. It's all about having the right attitude



H E N D E R
C O N S U L T I N G

**STARTING
THE JOB
SEARCH**



1. Resume Preparation

2. Job Search Activity

3. Interview Preparation

PREPARING A GREAT RESUME

- **First Impressions Count**

Sell yourself in your resume, your resume can make or break your chance for an interview

- **Factual, Comprehensive and Easy to Read**

Do not include unnecessary details that are not relevant to your application

- **Focus on strengths and positive qualities**

Do not mention weaknesses, limitations or inexperience

- **Include “key words” for search criteria**

Whether companies are using electronic database searches, or simply reading your resume, they will look for key words such as “events coordination”, “venue management”, “sponsorship” etc.

RESUME BLOOPERS

DO NOT

- **Handwrite your resume on paper, in red pen**
A professional, well spaced, easy to read, error free MS Word document is essential if you are to be taken seriously
- **Include interests/achievements which are not relevant**
Use only those which are relevant or add something to the job you are applying for
- **Lie about your level of skill or experience**
Even small fabrications of the truth will come back to bite you eventually, especially if you can't perform once on the job
- **Include graphics or photographs unless requested**
While visual creativeness may be good for some roles, most employers would rather your details be simple and easy to read

RESUME WINNERS

ALWAYS

- **Include details of at least 2 relevant referees**
Someone you reported to in your most recent position, who can comment on your work performance and attitude. *Relatives are not referees*
- **Always attach a short cover note**
to ensure the employer knows why you have sent your resume and use this as your first introduction point
- **Proof Read, Spell Check, Proof Read again**
It is crucial that there are no spelling or grammatical errors, this indicates your thoroughness and attention to detail
- **Follow Up**
A phone call or email a few days after you send your resume will demonstrate your enthusiasm, but don't be a serial pest.

JOB SEARCHING AND RESEARCH

- **Start early** give yourself time to prepare a great resume and application
- **Conduct research** on companies you'd like to work for & research websites for those you are applying to
- **Make it a habit** to read job pages & do internet job searches regularly by visiting potential employer and agency sites routinely
- **Gather and read relevant information** company brochures, newsletters, arts pages, annual reports and articles
- **Contact Associations** – find out about relevant professional and industry associations you can utilise

INTERVIEW BLOOPERS

DO NOT

- **Walk in smelling like you've just had a quick smoke outside**
- **Arrive late, with your iPod still in your ears**
- **Slouch around in the reception area looking disinterested**
- **Talk on your mobile phone any time after entering the building**
- **Swear, regardless of how informal the interview seems**
- **Ask if you get free tickets to shows if you get the job**

INTERVIEW WINNERS

- **Shower, shave, have neat hair and put your deodorant on**
- **Wear professional, clean, ironed clothes and a suit with clean, polished shoes**
- **Switch your mobile phone OFF**
- **Greet the receptionist and interviewer with respect and a positive attitude - SMILE**
- **Sit up straight and look confident (even if you are nervous)**
- **Hold good eye contact with the interviewer and greet with a firm handshake**

INTERVIEW PREPARATION

- **Prepare, Prepare, Prepare**
- **Research the job and company and think about the questions they may ask you**
- **Prepare any questions you may want to ask them**
- **Ensure you have the correct details for interview ie. address, time, who you are meeting, how long will it take?**
- **Know at least 3 facts about the company**

INTERVIEW PREPARATION

- **Make sure you look your absolute best**
- **Give yourself plenty of time to find the venue, car park etc**
- **SMILE – Be polite, be confident and be yourself**
- **LISTEN to the interviewer, don't interrupt till it's your turn**
- **THANK THEM for their time and ask what happens next**
- **FOLLOW UP !**

BEHAVIOURAL BASED INTERVIEWS

QUESTIONS

Interviewer asks questions referring to your past behaviour as an indicator of future performance ie...

*“Tell me about a time when....” or
“Give me an example of a time”*

RESPONSES

- Provide clear examples of when you demonstrated this
- Be specific and don't generalise
- Use different examples for different questions

BEHAVIOURAL BASED INTERVIEWS

3 parts to the response:

- 1. Describe the situation or task**
- 2. Detail the actions/steps taken**
- 3. State the result/outcome achieved**



**Don't stumble trying to reach the top straight away.
Be prepared to learn and develop and your journey will be
far more rewarding.**