



MEDIA RELEASE

CT Department of Labor *Communications Office*
Sharon M. Palmer, Commissioner

A Good First Impression: *Successful Job Search Messages* Workshop Offered at 26th Annual MCC Regional Job Fair

WETHERSFIELD, March 17, 2014 – It's often said that you never get a second chance to make a good first impression. That can be especially true when in the process of an employment search, particularly in today's highly-competitive job market.

"Often there is only a brief window of opportunity to capture the interest and attention of a prospective employer," points out State Labor Commissioner Sharon M. Palmer. "With this in mind, we want to alert visitors to a free workshop offered during the March 21 Manchester Community College Regional Job Fair. An hour-long workshop session, titled *Successful Job Search Campaign Messages*, will be held at 9:30 a.m. and repeated again at 11:30 a.m., with the goal of helping jobseekers make the best first impression to prospective employers."

The annual regional job fair, now in its 26th year, will be held from 9 a.m. to 1 p.m. at 60 Bidwell Street, Manchester, CT 06040 and is sponsored by the Connecticut Department of Labor, Manchester Community College, the Journal Inquirer, WDRC AM/FM, and the MCC Foundation.

The workshops will be facilitated by Ross Primack of the Connecticut Department of Labor's Employment and Training unit. According to Primack, the workshop will explore problematic messages unintentionally delivered during interviews; in résumés and cover letters; and on social networking sites such as *LinkedIn* and Facebook. Walk-ins are welcome and topics covered will include:

- How an email address can convey a lack of technical skills and/or low energy.
- Why words such as "etc." or "various" are poisonous to your job search.
- The critical significance of metrics on your résumé.
- How "Target Job Deconstruction" can expedite your job search.
- The appeal of reciprocity to employers who use LinkedIn to find candidates.
- The importance of staying on message during your job interview.
- The one interview question that's guaranteed to derail your candidacy.

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Media Contact: Nancy Steffens, Communications Director
200 Folly Brook Boulevard, Wethersfield, CT 06109-1114
Phone: (860) 263-6535 – Fax: (860) 263-6536 – www.ct.gov/dol
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