



**PRSA Philadelphia
Shadow-a-Pro Program
Tips for Participating Students**

- Dress for the workplace.
- Leave plenty of time to reach the professional's worksite. Don't be late, and don't arrive more than 15 minutes early.
- Eat breakfast and get a good night's sleep the night before so you'll be energized and can make the most of your time at the professional's worksite.
- Do some research on the professional you'll be meeting, and on his or her company. Come prepared with questions.
- Capture the key important things you learn from the morning, and be prepared to discuss them with the professional and the other students.
- Show enthusiasm. Share your own career aspirations and your desire to work in the public relations field.
- Bring copies of your resume and any work samples you may have in case there is time to review them with the professional.
- Relax. Most professionals enjoy helping students and talking about what they do.
- Be present. Don't check cell phones or laptops. Give the morning your full attention.
- Use the hashtag for the day #PhillyShadowAPro, and tweet about your experiences from Shadow- a-Pro Day. Be on the lookout for an upcoming twitter chat, #Ask a Pro, and participate in it.

- Develop and submit an article for your chapter newsletter on your Shadow-a-Pro experience.
- Bring business cards with you and ask the professional if you can stay in n touch.

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