

CAREER FAIR TIPS

BEFORE

- Get your resume reviewed
- Print out several copies of your resume on resume paper
- Invest in a professional portfolio to carry your resume copies, paper and a pen
- Dress to impress! Business casual is required for most fairs but dressing professionally in a suit is your best bet
- Do your research!
 - ▶ Look on HireBronchos for a list of employers attending the fair
 - ▶ Build your Top 10 list
 - ▶ Research your top companies
 - Company websites, LinkedIn
- Prepare and practice your elevator pitch
 - ▶ Who you are
 - ▶ Why you are there
 - ▶ What you can do for them

DURING

- Pause and take a deep breath when you arrive
- Look for a map and plan your route
- Choose a "practice" organization to talk to first
- Focus on what you can offer the organizations at each visit - Not what they can do for you and your career
- Take notes after speaking to an organization
 - ▶ Name of representative you spoke with
 - ▶ Any follow up directions
 - ▶ Contact information
- Don't forget to say thank you!

AFTER

- Reflect on the organizations you spoke with
- Follow up with appropriate employers expressing your continued interest

CREATE YOUR PITCH

1. Who are you? Your name and something that differentiates you from your peers (major/degree, athlete, veteran) and/or establishes a relationship (graduate of same college, from the same home town, etc.).
2. What is your specific goal/career interest? This will allow that person to help you or possibly connect you to someone who can.
3. How have you demonstrated your interest? Give examples of things you have already experienced. Don't just say "I have always wanted be a doctor," but rather "I have taken pre-med courses and volunteered at the hospital."
4. Why are you qualified? Demonstrate your qualifications by sharing leadership and work experience, achievements, expertise, skills and strengths.
5. What question do you want answered? Consider giving the person two options for ways they may be of assistance. For example, "If your company offers internships, I would appreciate the name of the person in charge of that program, or perhaps I could meet with you in person to find out more about your organization and opportunities in the marketing profession." Be sure to offer each contact your information for future reference.

Use the following prompts to help you build your 30 second pitch. You could use this at conferences, career fairs, and any opportunities where you might meet with potential employers or colleagues.

My name is _____ and I am completing a _____ degree in _____ at _____ with a minor in _____.

I am interested in a career in (or position as) _____ in the field (industry) _____.

I have been involved in _____ and developed skills in _____.

I have also gained experience through _____ and discovered I really enjoy _____.

Could you tell me more about _____?