



# EXPLORE...Networking & Career Fairs

*A willingness to network and build connections will be the single most useful tool in your job search. Networking is the most effective way to find a job, but every person will need to build his or her own network differently.*

## WHAT IS NETWORKING?

Networking is the process of building positive, mutually beneficial relationships, either by making a connection with someone in-person or virtually.

Any time you meet someone or make a new friend, you are engaged in a form of networking. Reaching out to people you know can make finding a job that much easier.

## WHY NETWORK?

A majority of job seekers found their most recent position by networking, either through referrals or direct contact with a hiring manager. It is estimated that as much as 80% of available positions are never even advertised.

Imagine you are responsible for hiring a person to work at your company. Would you rather hire someone you have never met or someone you already know and trust?

## WHERE DO I NETWORK?

Reaching out to your existing contacts is a great way to start practicing your networking skills. Your family and friends already make up a powerful network of different connections. Over time, you will feel more comfortable building new professional relationships. Take some time to organize your existing list of contacts and identify networking opportunities to pursue at Kelley.



## *Networking at Kelley:*

### IN PERSON:

- Company information sessions provide face-to-face opportunities for companies to share their culture, career paths, and job openings.
- Career fairs provide a venue for meeting recruiters and learning about many companies in one setting.
- Faculty, alumni, and peers are great resources from which to learn and network.

### ONLINE:

- LinkedIn
- Kelley Alumni Leaders Network

*80% of jobs are not posted. 60-90% of jobs are found through networking.*



# ELEVATOR PITCH

## CRAFTING YOUR INTRODUCTION

One of the most effective ways to get your message across is to develop a personal elevator pitch. An introduction (sometimes called an elevator pitch) is a clear, succinct, and specific statement that describes you and your strengths in less than 30 seconds. Preparing your pitch in advance can help you feel comfortable introducing yourself to new people.

Your introduction should explain who you are, what you are seeking, and what you can offer. Review some examples of different introductions below.

*Example #1: "Hi, my name is Mary Jones. I am currently a sophomore student at the Kelley School of Business. My major is in Marketing with a co-major in Business Analytics. I have volunteered at the IU Art Museum throughout my freshman and sophomore years at college. Last summer, I participated in several leadership programs, and I'm hoping to find a marketing experience this summer in the Boston area. I have always had an interest in marketing and the arts. In the future I am hoping to combine these two very different disciplines."*

After you have composed your pitch, be sure to practice it by yourself and with friends until it sounds natural. You should modify your introduction over time and adapt it for certain situations. Your introduction should leave someone wanting to know more about you. An introduction has the potential to become a more lengthy conversation or even a screening interview, so be prepared to talk about your experience and what you could contribute.

## INTRODUCTIONS

Introducing yourself is not easy, especially if it is with a stranger. The most effective introductions invite the other person to engage in conversation with you. Here is a good introduction:

*"Hi, how are you? My name is Rebecca Stom. I'm a sophomore at the Kelley School of Business majoring in Finance. What is your name and what do you do?"*

A good introduction includes a firm handshake, eye contact, and the ability to actively listen to the person you just met.

## ASK QUESTIONS

Asking a series of purposeful questions can help you engage someone you are meeting for the first time. Most people generally like talking about themselves, so do not shy away from asking about someone's career and interests. At this point, you should be focused on getting to know your new contact and how this person might fit in to your network. You are not asking for a job, just more information. Consider asking some of the following questions when you are meeting someone for the first time:

*"How did you get started in your current career?"*

*"What do you like most about your job? What are the biggest challenges you face?"*

*"Would you choose the same career path if you had it to do all over again?"*

*Example #2: "I have been serious about the financial markets since my freshman year. For the past two years I have been closely following the financial news, meeting with alums to understand their jobs, and assuming growing amounts of responsibility within our school's investment club. I am currently the Chief Investment Officer for the school's \$115K student-run fund. I spent last summer on the buy side at Wall Street Global Advisors where I worked on the trading floor and want to pursue a career similar to what I experienced."*



*The UCS offers a variety of career fairs throughout the year. Regardless of your major, year in college, or future goals, there are many benefits to attending a career fair.*

#### **WHEN DO CAREER FAIRS HAPPEN?**

Each September, there are three career fairs over four days:

- The Beta Alpha Psi Accounting/Finance fair (split into two days with different companies on each day)
- The Consulting/Information Systems/Supply Chain fair
- The Marketing/Management fair

Every January, there is one All-Business career fair that focuses on all functional areas.

All IU career fairs are open to all IU students. Check out other fairs on campus for your target employers. See Kelley Connect at [careers.kelley.iu.edu](https://careers.kelley.iu.edu) for additional details.



#### **REASONS TO ATTEND A CAREER FAIR:**

- Investigate positions and career fields you could pursue with your major and background
- Meet representatives from organizations with whom you are interested in working
- Increase your chances of interviewing with an employer
- Get more information about specific companies and positions
- Develop and expand your network of contacts

#### **WHAT TO EXPECT AT A CAREER FAIR:**

- Many companies conduct next-day interviews so making a positive impression is crucial.
- Employers expect you to be prepared (dress professionally, ask meaningful questions, have a polished resume, etc.).
- Employers expect to interact with students seeking job opportunities, as well as those simply researching careers and companies.
- Be prepared for long lines of students waiting to speak with recruiters. Expect to have a relatively short amount of time to sell yourself and make a positive impact. An employer's goal is to be exposed to as many job candidates as possible.

#### **TWO QUESTIONS NEVER TO ASK AT A CAREER FAIR:**

The research you conduct prior to attending the fair will help you find the answers to these two questions:

- What does your company do/make?
- What positions are you hiring for?