



CAREER FAIR PREPARATION

Make the most of your employer interactions.

REASONS TO ATTEND

THERE ARE MANY BENEFITS TO ATTENDING A CAREER FAIR

- Builds confidence, experience, and professional connections
- Provides an opportunity to investigate positions, organizations, and career fields of interest
- Increases your chances of getting an interview with an employer and learn more about potential opportunities
- Allows you the opportunity to expand your professional network through meeting recruiters and organization representatives

BEFORE THE FAIR

GET READY

- Visit the website or Handshake to locate attendees
- Determine employers of interest and prepare tailored resumes for each
- Research organizations of interest
- Prepare your 30 second introduction, or personal pitch, to introduce yourself
- Prepare questions to ask and practice responses to anticipated questions
- Choose a business professional outfit

DURING THE FAIR

MAKE THE MOST OF YOUR TIME

- Learn layout of the event and locate employers of interest
- Deliver your personal pitch and ask prepared questions
- Offer to leave resume and collect business card

AFTER THE FAIR

LESS THAN 5% OF STUDENTS FOLLOW-UP AFTER A CAREER FAIR

- Email representatives with whom you spoke within one week of fair
- Connect on LinkedIn

SAMPLE QUESTIONS

INTERNSHIPS

- What experiences might I have as an intern in your organization?
- Do you offer both paid internships and internships for academic credit?
- Do many of your interns become full-time employees after their internship?
- What is your favorite part about working for [name of organization]?

JOBS

- What skills do you look for in potential candidates?
- What type of previous work experiences do you look for in candidates?
- What is the best way to apply and how long does the process usually take?
- Will you be on campus to interview?

DYNAMIC FIRST IMPRESSIONS



SCHOOL OF
PUBLIC HEALTH
Office of Career Services

Crafting your personal pitch.

YOUR PITCH

A pitch is your 15-30 second commercial used as an introduction when networking with professors, employers, and professional contacts in your field of interest. The more confidently and concisely you speak about yourself and your career plan, the more effective and successful you will be in reaching your career goals.

Use the following conversation grid to outline your own personal pitch.

NAME	
ACADEMIC PATH <i>Studying...</i> <i>Pursuing...</i>	
KEY STRENGTHS <i>Adept at...</i> <i>Proficient in...</i> <i>Accomplished...</i> <i>Have a knack for...</i> <i>Talented at...</i> <i>Effective...</i> <i>Penchant for...</i>	
CAREER PATH <i>My goal is to...</i> <i>Aspire to...</i> <i>Looking to...</i> <i>Interested in...</i>	
“WHY” MOTIVATION <i>Because...</i> <i>On behalf of...</i> <i>I owe it to...</i> <i>I’m inspired by...</i> <i>I want to inspire..</i> <i>I believe...</i>	
FRAMEWORK	My name is [insert name], and I’m currently [insert academic path]. I am [insert key strengths]. [Insert career path]. [Insert your ‘why’ motivation].