

2018 STRATEGIC COMMUNICATION

CAREER FEST

GUIDEBOOK

Navigating the
Career Fest



Preparing for Conversation

Develop a strategy for how you will navigate the Career Fest

WHAT COMPANIES WILL BE THERE? Do your homework. Make a list of the companies you plan to speak with and the specific position you are interested in for each. Some are looking for interns, while others have a position they're looking to immediately fill. Companies also may be there to meet new faces and will reach out to eligible candidates in the event a position opens up.

WHAT POSITIONS ARE THEY RECRUITING FOR? Before you approach the table, know exactly what positions the company is recruiting for and why you're interested. The goal is to prove why you would be a good fit. At the end of your conversation, the recruiter needs to have a clear idea of what pile your resume should go in based on your declared interest.

WHAT SKILLS AND EXPERIENCES DO YOU HAVE THAT WILL PROVE YOU'RE A GOOD FIT? Think about past internships, jobs, projects and classes that have given you knowledge and experience that would make you a great candidate for any of these positions. Do you have any unique skills or traits that would make you stand out from your peers?

Here are some tips to make the most of your time with the recruiter:

- **START WITH A HANDSHAKE AND BRIEF INTRODUCTION**

Begin by thanking the recruiter for their time and sharing how your experience might help the company.

- **PREPARE A FEW QUESTIONS**

Show them you have explored and done your research. Prove that you are genuinely interested in the company and their work. However, don't let questions about the company direct your entire conversation. Recruiters don't want to feel interrogated. Make time to bring up points about yourself so the recruiter will have something to uniquely remember you by. [Here](#) are some examples of questions to ask recruiters.

- **SHOW OFF YOUR PERSONALITY**

Be your natural, authentic self. Share your background and recent accomplishments. Have anecdotes to explain how your past adventures and job experiences make you perfect for the role. Read this article on the [6 types of stories you should have on hand for job interviews](#) to stay on track in conversation.

- **MAKE A GREAT FIRST IMPRESSION**

The Career Fest is a busy spot and can get loud at times. There are lines of students waiting to meet with recruiters, which means you should plan on only having two to five minutes to make an impression. Make the most of your time and the recruiter's. Speak up, maintain eye contact and check out this article, [How to Make a Great First Impression](#), to help guide you throughout the day. Speak loudly and articulate your words to ensure the recruiter is looking straight ahead and focused on you.



Preparing Your Elevator Pitch

An elevator pitch is a succinct summary of yourself, your experience and why you would be the perfect fit for the company you're pitching to. The name reflects the concept that it should be possible to deliver your pitch in the time it takes to ride an elevator or approximately 30 seconds to a minute.

According to [Forbes](#), your pitch should answer three questions:

01 WHO ARE YOU? 02 WHAT ARE YOU LOOKING FOR? 03 WHAT DO YOU DO?

Here are some more considerations when crafting your perfect elevator pitch:

- **BE CONVERSATIONAL.** Using industry jargon can create roadblocks and sound too formal. Practice your pitch in a conversational and friendly tone. Use the simplest language possible.
- **PRACTICE, PRACTICE, PRACTICE.** Saying your pitch out loud will lead you to feel more comfortable with it, allowing you to approach recruiters confidently. Rehearse your elevator pitch until it sounds unrehearsed.
- **HAVE A FEW VARIATIONS.** Tailor your pitch to the company you're meeting with. Find out what their needs or problems are and customize your pitch depending on how you can be their solution. To learn how to tailor your elevator pitch, check out CNBC's article on [How to answer 'Tell me about yourself' in a job interview](#).
- **WHAT'S IN IT FOR THEM.** Think like a recruiter. Why should the company hire you? Show them that you would be a great fit and how you could help their company move in the right direction. Articulate your skills in a way that fulfills the company's needs. For ideas, make sure to stop and read this list of [transferable skills](#).

