

Before

- Perfect your resume
- Get your professional dress ready
- Prepare an “elevator speech” and practice introducing yourself briefly
- Find out which employers are attending *AND research the employers* you want to meet
- Prioritize your top 8-10 employers in order of importance to you
- Prepare specific and general questions
- **BRING:** 10-15 resumes, student ID, breath mints, padfolio, journal, and pen

During the Fair

- *Phone OFF* and away
- Walk around to meet employers alone—don’t travel as a group with friends
- Warm up – talk to the last employer on your priority list, then start at the top of your list Introduce yourself with a smile and handshake and give your “elevator speech” while speaking slowly and confidently
- Take quick breaks between rounds of visits to freshen up and take a breather
- Don’t dominate recruiters. Be mindful of other students waiting in line
- Ask about opportunities and next steps if there are specific openings
- Thank recruiters after speaking with them
- Collect business cards and take notes as soon as you walk away from a booth

After the Fair

- Take time immediately after fair to sort through your notes and make a list of follow-up items
- Follow up and thank recruiters of particular interest (don’t have to follow-up with everyone)
- Follow up with online applications or by sending resume and cover letter to appropriate contact (PDF copies)
- Reach out via email or by telephone to recruiters who were not at fair but who work with your level of education/field
- Set up informational interviews with individuals at companies/organizations of particular interest to you. Use LinkedIn to see if there are M State alumni in these organizations

Crafting an “Elevator Speech”

An “elevator speech” is a short statement that summarizes you who you are, your interests, what you have to offer, and what you are seeking. Your goal is to generate interest and engage the recruiter in a conversation within 20-30 seconds. Use these four easy steps to craft your own “elevator speech” and practice so you are comfortable to deliver it.

1. Who you are plus a credential
“Hi, I’m Joe Spartan, and I’m a second year student at Minnesota State Community and Technical College studying engineering in the transfer pathway.”
2. A specific objective
“I have a specific interest in ... (name type of engineering and/or field).”
3. How you have demonstrated your interest
“This summer I am seeking an internship to (what is your reason for the internship? What do you hope to gain).”
4. Follow up with a statement and/or question
“Your company is of interest to me because ... (show you’ve done your research).”
AND/OR
“Can you tell me more about internship opportunities at your company?”

*Adapted from Yale Career Services, available: <https://environment.yale.edu/uploads/other/CareerFairCheatSheet.pdf>