

Five-Step Career Fair Prep Form

Using this form will help you create a game plan for the career fair and to prepare appropriately. This includes writing a 30-second “sound bite” that tells the employer what you’re seeking and what you can offer.

Step 1: Set a goal. Why are you going to the career fair? What do you hope will happen?

- ___ to make a good impression for a job or internship.
- ___ to learn more about the company.
- ___ to obtain an informational interview to learn more about the field.
- ___ to... _____.

Step 2: Research employers attending the fair to identify organizations of interest. You can’t talk to every company—who is on your “top 10” list?

Step 2b: Choose one employer to practice the research/targeting process.

Organization/Company _____

Position Title/Type of Position You Seek _____

Step 3: Identify what the employer is seeking in an ideal candidate.

Research the organization’s website or other information to find details. (When a job description does not exist, use your best judgment by using similar positions at other companies.)

- **Content Knowledge:** related directly to the experience that you have with a topic. i.e. familiarity with healthcare, information technology, public relations strategies

- **Skills:** Abilities that are expected for the job. i.e. writing, communication, technical skills

- **Qualities:** Attributes or values that influence how you approach your work or present yourself to the world. i.e. enthusiasm, strong work ethic

Step 4a: Connect your skills to what the employer is seeking.

Considering your experiences and your research about the company, what 3-5 bits of information may be most interesting to the person you plan to meet? (Examples: your major, your year, your top 3 skills, your internship, your interest in the field, an interesting development at the organization, something you learned from an informational interview, etc.)

1.

2.

3.

Step 4b: Identify at least one reason why you are interested in this organization:

Step 4c: List at least one question that was not answered through your research about the organization:

Step 5: Prepare an “approach” or “commercial.”

Now you have enough information to have a conversation! Use the formula below to build your personal commercial. The examples below are most likely to be used at a career fair, but can easily be adapted for other situations. The key is to be sincere in your approach and not sound like a recording. *Total delivery time: 30 seconds to 1 minute.*

Personal Commercial Components:

- Some information about you (from Step 4a), and your goal (from Step 1)
- Linkage between your information and the organization (from Step 4a & 4b)
- End with a question for your contact (from Step 4c)

A sample opening might sound like:

Hello. My name is _____. I'm a senior graduating in May with a degree in English, looking for a full time position. Through my volunteer experience, I had the chance to work with a non-profit organization managing fundraising efforts at a major event. This experience helped me to understand the importance of relationships in fundraising, and I would like to continue expanding my skills in this area by helping your organization successfully build relationships with donors in an entry-level position. Can you tell me more about the current development position with your organization and how I could be considered for this opening?

Another sample:

Hello. My name is _____. I am a sophomore advertising major at MSU. I'm currently exploring career options that would allow me to utilize both my strong writing skills and creativity. Through my research of your organization, I know that these are both skills that are sought in intern candidates for a variety of roles. I'm interested in learning more details about the roles interns play at your organization. I'd like to have the chance to speak with someone at your organization to learn more. Can you recommend the best way for me to set up this kind of informational meeting?

Create Your Own:
