BEFORE THE FAIR

**Determine your goals for the event.** Whether it’s getting an internship, networking or learning how to develop your own ideas, know what you hope to get out of the event.

**Update your resume.** Focus on your skills and the depth and breadth you could offer.

**Prepare your elevator speech.** Who are you? What are you interested in or currently working on?

**Get social.** Research the organizations who are attending. Social media is often a great place to find newly established companies.

**Brush up on your startup jargon.** See the digital Prep Kit for some key terms and definitions.

**[Don’t] suit up.** No need to dust off the suit for this event, just look professional (business casual) and most importantly, wear your confidence.

DURING THE FAIR

**Understand the atmosphere.** Expect casual conversations and the chance to discuss ideas with organizations- this is not a typical career fair, so while you’ll have your resume, it’s not as important as the conversation.

**Bring your ideas for innovation.** Startups are looking for people who can contribute right away, so demonstrating passion and interest in their ideas can set you apart and help them see you as a great addition to their team.

**Know who you are talking to.** For a startup, the company rep is often the founder. The more interest and knowledge you display about their company, the better your chance to get involved.

**Grab contact information.** Don’t have a card? Grab their email, phone number, full name, or anything that will help you follow up after the event.

AFTER THE FAIR

**Follow up.** Connect on LinkedIn, reach out via email, give them a call, or even all three! Whatever you do, maintain the connection and be persistent.

**Continue your conversation.** If you can show you’ve spent time thinking about and researching their company and you bring additional ideas for their organization, you’ll increase your attractiveness as a job candidate or collaborator.

**Connect with the MSU and Lansing entrepreneurship communities.** Find the community that matches your interests: Spartan Innovations, MSU Entrepreneur Association, LEAP, The Hatch, Creative Exploratory, Running Start, The Runway, and Startup Grind, to name a few.

More Resources Available! Check out our digital STARTUP prep kit for additional information on the topics above: [www.symbaloo.com/mix/start-upfairprepkit](http://www.symbaloo.com/mix/start-upfairprepkit)

CareerNetwork.msu.edu