

# Career

## Development Toolkit



### Be Strategic

In-person career fairs attract a wide variety of employers to one place at one time. Be strategic! Most fairs provide a floor map to find employer tables. Map out a plan to meet with all your top employers before you even arrive at the event. Do your research ahead of time so you have something to say when you approach the table!



Every year, professional recruiters attend university career fairs seeking new talent. These events are a great way for employers to draw from a large pool of highly-skilled applicants. But remember, competition can be fierce, especially considering every candidate there is at least pursuing a degree. A great way to achieve maximum exposure is to create a game plan for the career fair using these tips:

- Do your homework— find out which employers are participating
- Create a “must see” list of employers
- Review open positions prior to the fair
- Prepare questions to ask at the event
- Grab a business card and follow up within one week of the event
- Leave them with a copy of your resume!

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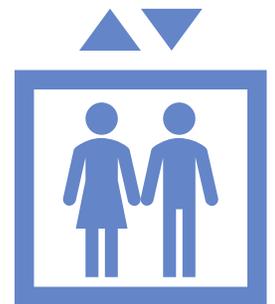
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### Perfect Pitch

Imagine boarding an elevator and the current occupant holds the key to your dream position. You have between 10-20 seconds of their undivided attention. Could you articulate your qualifications, skills, and career goals before the door opens?

Enter the “Elevator Pitch.” This common interview prep skill is the ability to quickly and effectively market yourself to employers. Try to develop your own elevator pitch by using the tips below – the trick is covering each section with one-sentence responses. Putting them all together and practicing ahead of time will create the perfect pitch for you to use at the next career fair!



### Developing Your Perfect Pitch

#### Introduce Yourself

- Start with your name
- Where you go to school
- What you are studying

#### Describe your #Goals

- Seeking internship or permanent job
- Short-term
- Long –term

#### Brag a Little

- Mention relevant experience
- Highlight any awards & recognition
- List skills (leadership, writing)

#### Follow Up

- Get the digits!... Or the email
- Send resume, letter of interest
- Keep the conversation going