Career Fairs

AT A GLANCE...

• Practice an elevator pitch.
• Bring hard copies of your resume to give employers.
• Smile, be polite, and be professional to make a good impression.

BYU CAREER FAIRS

Each fall and winter, over 300 employers come to BYU to recruit future employees: you could be one of them! If you are looking for an internship or a full-time job, to build your network, or to learn about different companies looking to hire people in your major, these events are a great starting point. However, to succeed at a career fair, you should do some research and preparation.

PREPARING FOR THE FAIRS

The biggest complaint from employers at BYU Career Fairs is that students come to these events completely unprepared. Before you attend a fair, learn how to make a good impression and present yourself to an employer.

How to Prepare an Elevator Pitch

You will want to address some but not all of these questions.

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<thead>
<tr>
<th>PAST</th>
<th>PRESENT</th>
<th>FUTURE</th>
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</thead>
<tbody>
<tr>
<td>• Where have you worked before?</td>
<td>• What are you studying?</td>
<td>• What are your short-term or long-term career goals?</td>
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<tr>
<td>• What made you interested in this field?</td>
<td>• Where are you currently working?</td>
<td>• Where do you see yourself in 5 years?</td>
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<td></td>
<td>• What skills and experiences make me stand out in my field?</td>
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Elevator Pitch Example

I’m Kaitlyn and I’ve been a TA in the Math lab for the past three semesters; this semester I’m one of two lead TAs. I really like helping people understand complex technical information, which is why I’m interested in consulting. Could you tell me about some of the projects your past summer interns have worked on?
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**PREPARING FOR THE FAIRS**
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**Research the Company**
*Show them that you know about their company* and what really stands out to you regarding their company and/or policies. When researching employers, use sites like GlassDoor.com and Handshake.

With the Handshake app, you will be able to find brief descriptions of the company, available positions, and majors each company is interested in hiring, along with a host of other useful Career Fair helps. You don’t need to know everything; focus on just finding enough to hold a decent conversation with someone from the company and ask insightful questions about the organization (be sure to find questions that can’t be answered on the web).

**AT THE CAREER FAIR**
Now that you’ve done your research, it’s time to plan. Use a map and make a list of which companies you are most interested in. You should have at least 3-5 companies you want to talk to. Maybe even set some goals on how many resumes you want to give out, the number of quality conversations you want to have, etc.

**Suggested Preparation Checklist**
- Bring multiple copies of your resume.
- Dress as you would for an interview.
- Practice elevator pitch and asking to network with them (for example, on LinkedIn).

**AFTER THE CAREER FAIR**
After the fair, your work isn’t done yet. **Thank-you Notes** are a great way to make sure the company representative remembers you and your resume; you can either send an email or connect with them on LinkedIn to say thanks.

- Practice gratitude -- Thank-you notes are a great way to follow up with anyone who has helped you in the employment process.
- Send your thank-you note within 24 hours of the interaction.
- Choose an appropriate format (Email-business, Text-casual, LinkedIn message-business, Hand-written card-remarkable).
- Keep your thank-you note short, personable, interesting and to the point.