Virtual Career Fair Preparation Tip Sheet

Before the Career Fair

☐ Login to your Cal Poly portal and click on MustangJOBS, powered by Handshake (referred to as MustangJOBS from here on) and update your profile (strive for 100% complete, including an appropriate photo). Please note: you are not able to update your class standing on your profile (it pulls from what is listed on your Poly Profile), but you can update your graduation date.

☐ Update your resume and have it reviewed at Career Services Drop-in Hours.

☐ Upload your general resume to MustangJOBS under Documents and check the visible icon to make it viewable to employers through your Profile

☐ Opt-in to the Resume Book for each career fair you are attending – instructions can be found under Career Fair Details tab for each Career Fair listed under Events.

☐ Update your Settings & Privacy selections in MustangJOBS
  o Click on Account Information tab - Set your privacy to Community so that you can sign up for both group sessions and 1:1/individual sessions
  o Click on Notification Preferences tab and update your preferences

☐ Register for upcoming career fairs
  o Click on Events tab, click on Career fair, find the Career Fair you want to register for and click on Register button. Please note: Our Fall, Winter, and Spring Virtual Career Fairs are two-day events and you need to register and sign-up for sessions for each day separately.
  o Click on View employer sessions button; apply filters to narrow down your search. You can also look at the entire list of employers attending by clicking on Career fair details tab and scrolling to bottom of screen to get to this list.
  o ‘Follow’ employers of interest so they can see you’re interested in them and to be notified of any of their job listings, on-campus/virtual interviews, interview sessions, or career fair sessions.
  o Periodically check for added employers and available sessions. Some employers may take a while to get their sessions added after they register. You will only be able to sign up for 1:1 sessions if you meet the criteria established by the employer. Most employers will open up their unfilled 1:1 sessions about 24 to 48 hours before career fair day to accommodate any interested students.

☐ Research each company/organization that you signed up to meet with. Jot down some notes about what they do, their location, mission/vision/values and why you are interested in working for them.
  o Also write down 3-4 questions you would like to ask them (put in priority order).

☐ To stand out, apply online to the company’s website in advance or see if they have a job listing on MustangJOBS under the Jobs tab and apply there.

☐ Prepare and practice your pitch
  o Review details about the internship or job you’ll be speaking with them about and write down a few things that stood out to you in terms of what experience you have that matches and/or your strengths. These can be mentioned in your elevator pitch (more on this on page 3).
  o You’ll want to practice your pitch without focusing on memorizing it. It should be delivered in a more conversational tone to come across as genuine.

☐ Career Services is committed to equal employment opportunities for all persons and provides services to our students and employers on a nondiscriminatory basis. If you need a disability-related accommodation, please contact the Career Services Events Team at cs-events@calpoly.edu. Requests can be served more effectively if notice is provided at least 10 days before the event.
Day of Career Fair

☐ Dress in a way that demonstrates your brand and makes you feel comfortable and confident for the role and industry
☐ Strive for a quiet place with little to no distractions for your 1:1 sessions
☐ Check your video and audio on your mobile device (computer is best, if possible)
☐ Do your best to have a clean, professional, non-distracting, well-lit spot for your virtual sessions
☐ Using Google or Firefox is recommended (avoid Safari). Update your device to ensure you have the latest version of Google or Firefox to avoid issues with using outdated software.
☐ 5-10 minutes before your first session of the day: Login to MustangJOBS/Handshake through the Portal, click on Events and select the Career Fair for that day. Click on Your sessions tab, and find Join video button for your upcoming session. You can click on the Join video button up to 5 minutes before the session begins and you enter into a waiting area where you can test your audio and video.
☐ If you are having issues with audio or video, or have other general questions, go to the Zoom Room Help Room listed under the Career fair details tab or check out this troubleshooting guide.
☐ If you see Group or 1:1/Individual sessions available on the day of the event (under Available sessions tab), you can still sign up as long as it’s at least >1 minute before the session begins.
☐ When entering a 1:1 session, after the employer rep(s) greet you and introduce themselves, introduce yourself and launch into your elevator pitch if given the opportunity (see page 3).
☐ Make appropriate eye contact with the camera (not just the screen) and practice active listening while employer reps are talking.
☐ Be sure to demonstrate interest and enthusiasm throughout your session. A great way to end your session is to thank them and let them know you are interested and excited and why you are a good fit.
☐ Employers may allow you to share your screen, so be prepared to share projects, portfolios, website, resume, or other items if given the chance.
☐ Ask each employer if you can have their email address so you can follow-up with them.

After the Career Fair

☐ Send follow-up thank you emails and/or request connections on LinkedIn with employers you met with.
☐ Follow-up on any items requested of you by employers (i.e. apply online, etc.)

Overall tips

☐ We recommend that you give yourself at least a 10-minute break in between each 1:1 session, just in case a session runs a few minutes longer than expected. This will also give you a chance to prepare for your next 1:1 session without having to rush and potentially arrive late.
☐ Keep track of time if you must have back-to-back sessions as Handshake will not end your session when the time is up. Be ready to respectfully tell the employer you have another session to attend.
☐ Please cancel 1:1 or group sessions you don’t plan to attend any time before the session starts (sooner the better). This frees up the spot for another student.
  o To cancel a session, go into the Career Fair event page, click on ‘Your Sessions’ tab and then click ‘Cancel Reservation’ with that employer
☐ Career Services is here to support you, so please schedule an appointment to meet with a Career Counselor or come to our drop-in hours if you need assistance.
Elevator Pitch
Use this guide to create your elevator pitch

WHO: Who are you? What makes you unique?
Example: I am a junior at Cal Poly San Luis Obispo majoring in Civil Engineering with an emphasis in Transportation Engineering. Currently I’m the Treasurer for Cal Poly’s ITE Chapter and I’m also a member of the Society of Civil Engineers.

WHAT: What are you looking for?
Example: I am very interested in the Transportation Engineering internship in your San Francisco office, and I applied to it on your company website last week.

WHY: What applicable experience or skills do you have to offer?
Example: One highlight from my experience that relates to this internship is my volunteer research with Dr. Pande on Intelligent Transportation Systems. I am just now getting started on this research and am very excited to learn more about this growing field and its impact on safety. I also plan to take both the Intelligent Transportation Systems and Traffic Engineering courses next quarter.

TRANSITION: End your pitch by asking a question.
Example: Can you please tell me a little more about your Transportation Engineering Internship, and what projects I might have the opportunity to work on?

Using this guide, script your Elevator Pitch for an employer of interest. Be sure to incorporate information from each of the four subject areas (Who, What, Why and Transition).

Tip: Your elevator pitch may not immediately seem perfect, but practice makes perfect! Your pitch should be between 30 to 45 seconds long. Practice often to sound natural, comfortable, and confident!