

# CAREER FAIR PREPARATION WORKSHEET

## Strategize and Prioritize

- Determine how much time you have to network at the Career Fair. The university-wide Career Fairs span two days each quarter from 9:30 a.m. - 2:30 p.m. Check with your college for other career fair opportunities.
- Decide which companies you are interested in talking to. Log into **MustangJOBS (Handshake)** through the Cal Poly Portal and select **Events** tab on top part of home screen. Click on **Fair Search** (upper right), then select name of career fair you want to attend, select **View All Employers**, then use the searchable fields on the left to narrow down your search.
- After reading about companies and job details they provided (click on **View Details**), choose which companies you want to network with at the Career Fair. Order/prioritize the companies below. Companies typically attend only one day—plan accordingly.

### Day 1: Company and Job Title

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

### Day 2: Company and Job Title

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

## Research and Apply

- For each company/position details listed above, research the company and apply through their website before attending the Career Fair. This demonstrates genuine interest and helps you stand out at the Career Fair.
- It is important that your resume is tailored to each position. The box below helps you determine what experiences and information are important to highlight on your resume and in your pitch at the Career Fair.

Company Name: \_\_\_\_\_

Company Attending (circle): Day 1 or Day 2

Position Title: \_\_\_\_\_

Applied Online: \_\_\_\_\_ (date)

Company Research:

No Application Available Online

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Why are you interested in working for this company? \_\_\_\_\_

\_\_\_\_\_

Review the job details on MustangJOBS and/or the company's website for the position you are interested in. Based on the position description, why are you a good fit?

What they want (skills, qualifications & experience)

Your related skills, qualifications & experience

_____	→	_____
_____	→	_____
_____	→	_____
_____	→	_____
_____	→	_____

Use this information to tailor your resume and customize your pitch.

## Customize Your Pitch

- Create a customized “pitch” for each company. A sample template for creating your pitch is:  
**A quick intro + Plans for the future + Steps you’ve taken to get there + How the company/position fits into your plan (+ Ask a relevant question) = Customized Pitch**
- Practice your customized pitches using *Big Interview* (access through MustangJOBS) or by meeting with a career counselor/advisor during FasTrak, college drop-in, or scheduled appointment.

Utilizing the skills and experiences you listed in the green box on the first page, draft your customized pitch below:  
(Note: the template below is one of many possible outlines and can be rearranged depending on your style. Be sure to make it your own and practice, practice, practice so it becomes easier to say and sounds less rehearsed.)

**A quick intro** (name, year in school, relevant major/minor, relevant certifications):

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**Plans for the future** (“I’m interested in a career in...”):

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**Steps you’ve taken to get there** (“Last summer, I interned at...” or “On campus, I am a member of...” or “Through a group course project I...”):

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**How the company/position fits into your plan and benefits the employer** (“This summer I’d like to work for your company because... and I can contribute through...” or “I am interested in this specific position because..., and my experience...”):

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**My Customized Pitch** (focus on talking points, not memorization):

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- At the end of your pitch, find a seamless way to transition into “question and answer” mode making the interaction more conversational and authentic.
- Be ready to ask questions based on your research of the company and what you genuinely want to find out (ex. How does your company promote professional development for its employees?).

**Questions to Ask:**

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- Be prepared to answer questions about your resume and experiences, and why you are interested in the position/company.
- At the end of your conversation, shake hands again and thank the recruiter for talking with you. Try to obtain a business card so you can follow-up with a thank you to reiterate your interest.

## Follow Up

Following up with companies you meet at the Career Fair demonstrates professionalism and sincere interest.

**Contact Name:** \_\_\_\_\_

**Contact Title:** \_\_\_\_\_

**Next Steps:** \_\_\_\_\_

- Thank you note sent on** \_\_\_\_\_ (date)     **Business card received and attached/filed**