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. - 1:30 p.m. Check with your college for other career fair opportunities.

• Decide which companies you are interested in talking to. Log into MustangJOBS through the Cal Poly Portal. Select Search Positions> Start My Search tab. Click on Advanced Search to tailor your search. In order to view companies and positions that are coming to career fairs, under Position Type you must choose the relevant option (career, internship, etc.) that begins with Career Fair/Special Events.

• After reading position descriptions, 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 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 green 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)  
☐ No Application Available Online  
Company Research: ____________________________  
•  
•  
•  
•  
Why are you interested in working for this company? ____________________________  
______________________________  
______________________________  

Review the job listing 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?

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<thead>
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<th>What they want (skills, qualifications &amp; experience)</th>
<th>Your related skills, qualifications &amp; experience</th>
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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):
___________________________________________________________________________________________

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

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…”):
___________________________________________________________________________________________

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…”):
___________________________________________________________________________________________

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

- 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:  
___________________________________________________________________________________________
___________________________________________________________________________________________

- 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