

CAREER & PROFESSIONAL

DEVELOPMENT CENTER

One-Minute Commercial For Networking at Job Fairs

Step 1. Review:

- List three accomplishments.
- Select two of your best skills that relate to your career goal.
- List three personal qualities you possess that would benefit an employer.
 - (You do not tell the employer personal information such as: age, marital status, religion, ethnic background, children, or national origin.)

Step 2. Write:

Write down some details. (Who, What, Where, When, Why and How) and develop it into a story/script.

Step 3. Rehearse:

- Practice reading your script out loud. Time yourself. Get it down to about one minute.
- Practice your “commercial” on friends and family. Ask for their suggestions.
- The more you practice, the more confident and professional you will appear.

Introducing Yourself:

- Look in the recruiter’s eyes and smile.
- Shake hands (use a firm, confident handshake.)
- Use the recruiter’s name; then give your One-Minute Commercial

Closing Your Commercial:

- After introducing yourself, ask the recruiter any questions you have.
- Questions should demonstrate your interest in, and knowledge of their organization.
- You may also ask questions about anything unique and specific to the company.

Sample Questions to ask at a Career Fair:

- What types of positions are available within your company?
- I am interested in _____ position(s). Can you tell me more about it/them?
- Do you have a training program for new employees?
- Why did you choose to work for this organization?
- What skills does an individual need to be successful in this organization?
- How would you describe the daily work environment?
- What types of internship opportunities are available?

One-Minute Commercial Example – A Senior in Accounting:

Hello. My name is Jackson Spreadsheet, and I will graduate in Accounting this spring. I am very interested in obtaining a staff accountant position. I completed two accounting internships and have been very active in Beta Alpha Psi. I have applied for a campus interview with your firm through the Career & Professional Development Center office and just wanted to stop by and introduce myself to you. I am very interested in your firm and look forward to going through the interview process.