

CAREER & INTERNSHIP FAIR GUIDE

In addition to meeting with a Career Advisor, here are 8 simple ways you can make the most of your experience at the Internship and Career Fair at UW-Madison!



1 DO YOUR RESEARCH

Know which employers are going to be at the event and who you want to talk to before you hit the doors. Research the companies you are interested in and know what positions they have available- look at their website, BuckyNet, and/or LinkedIn pages in advance of the fair.



2 UPDATE YOUR MARKETING MATERIALS

Review your resume, cover letter, and LinkedIn profile. Make sure everything is reflective of your personal brand and most recent experiences. These marketing materials should be tailored to the specific type of industry and job/internship opportunity you're pursuing.



3 PREPARE YOUR PITCH

An elevator pitch is a 30-60 second speech that summarizes who you are and why you are the perfect candidate. Craft your pitch by providing an introduction of yourself, what you are seeking, your experience, and how you would be an asset to the organization. Practice makes perfect!



4 GATHER YOUR MATERIALS

Carry a professional portfolio to hold copies of your resume (bring enough to leave with each employer) and to jot down notes about prospective employers. Leave excess materials like laptops and phones that may distract your conversations at home or in the designated fair location.

5 DRESS TO IMPRESS

Dress for the job you want! Business professional or business casual attire is recommended. Avoid wearing jeans, t-shirts, sneakers, or clothing that is too revealing, uncomfortable, or doesn't fit right.



6 CREATE A GAME PLAN

The students who leave the best impression on employers are confident and "on a mission." They know who they want to talk to, what positions they're interested in, and how they best want to utilize their time at the fair before they arrive.



7 PRESENT YOURSELF WITH CONFIDENCE

Greet employers with a firm handshake and maintain eye contact, deliver your elevator pitch, and have a brief, informed conversation about the internship/job opportunity and company. Offer to leave your resume, request a business card, and thank the employer for their time.

8 FOLLOW UP

Reflect upon your experience at the fair- what companies felt "right?" Which ones did not? Why? Within a day of the fair, follow up with representatives you connected with to thank them for their time, reiterate your interest in the position, and why you are the right fit.

