CAREER FAIR PREPARATION – 30 SECOND COMMERCIAL

When to Use your 30 second commercial

- Job or internship fairs
- Networking events
- Interviews (For instance, the question: “Tell me about yourself”)
- Employer information sessions
- ANYTIME you are in the presence of a potential future employer!

The Goal
The main goal of your commercial is to entice your listener to continue the conversation.

The Strategy

- Clearly state your interests / reason for the conversation
- Clearly state the skills that you offer
- Share your unique qualifications with a direct invitation to continue the conversation

Commercial Examples

“I am looking for an accounting position in a federal agency. In my internship at XYZ Corporation, I truly enjoyed working with our government clients. I find solving the analytical puzzles and problems of auditing truly exciting.”

“I am very interested in Database Management. In my coursework at Rutgers, we examined how systems such as Oracle can greatly enhance an organization’s efficiency. I later put this to good use in an internship with XYZ Corporation where I designed and ran queries for several clients. I look forward to applying and building on these experiences, and would be pleased to do so at your organization.”

“For years I have known that financial planning for individuals and families is the field for me. I enjoy working with customers to explore their resources, and work toward their goals. Through my coursework at Rutgers, informational interviewing, and participation in the FMA club, I understand the unique challenges of this field. I am eager to put my leadership and financial management skills to good use at your company.”

“Human resources is my field of choice. I am particularly interested in recruiting new talent and training current personnel. These interests grew exponentially in my internship at SHRM where I assisted in the membership recruitment department. When I graduate, I will pursue a position as an HR Generalist to add to the breath of my experience. I hope to do this with a large, private organization such as this one.”

“I am very excited to jumpstart my career as a Market Research Analyst. In a course at Rutgers where we conducted surveys, focus groups and in-depth interviews, I found that I can emerge as a real leader in this field. We helped XYZ Corporation rethink their university marketing campaign, and increase response rates by 10%. I would like to help your organization experience similar successes.”

Adapted from George Mason University’s Office of Academic and Career Services - http://www.gmu.edu
CAREER DAY TIPS

1. Know something about each participating organization at the event.
   - Develop a list of specific organizations at the event that you want to target
   - List is available on the Career Services website
   - Know specific information about those organizations

2. Prepare a commercial
   - Be prepared to identify what type of internship you are interested in pursuing
   - Be able to state what interests, skills, and knowledge you can bring to the organization
   - Discuss your major, year in school, jobs, internships, career interests, activities, skills and strengths. What attracts you to this employer?

3. Dress for a Job, Not a Fair
   - First impressions are lasting impressions. You should look like a professional when meeting with professional recruiters.
   - Men and women – wear a dark business suit

4. Arrive Early – employers are at their peak and there is less competition
   - Bring a pen, folder or portfolio
   - Carry as little as possible (no coats or backpacks)
   - Turn off cell phones in the employer areas

5. Take your Time planning your attack
   - When you first arrive, take a few minutes to survey the layout of the room.
   - Take note of the location of your targeted organizations
   - You might want to go to other organizations first to try out your commercial
   - This will help you get rid of the butterflies. Once you are comfortable, approach the organizations you are targeting.

6. Make a Good Impression
   - Offer a firm, friendly handshake with one hand and a resume with the other
   - Make Eye contact
   - Consider the recruiter’s perspective; he or she will be meeting with hundreds of potential candidates
   - What makes you stand out?
   - Have enough resumes available to give to organizations you are targeting
   - Ask questions about job openings/descriptions, the organization, application procedures

7. Follow Up
   - Always ask for a business card for your records and to send a thank you note
   - The best practice is to send a thank you note within 24 hours and to include a resume
   - You can also use the thank you note to briefly describe an additional selling point that you didn’t get to mention at the fair

8. A few last quick tips
   - Bring some hard candy to remedy a dry mouth
   - Bring a notebook (portfolio) to record names and impressions
   - Take time to explore, look, listen, learn; you never know what opportunities there might be at the next table
   - If you suffer from sweaty palms, make sure to have a handkerchief
   - Speak with as many employers as possible
Let's take a closer look at handshaking...