



Know Before You Go

PREPARING AN ELEVATOR SPEECH

Elevator speeches, or pitches, quickly and clearly sell a product or idea, and can also be used to describe you!

At a Career & Internship Fair, you want to start a conversation with an employer, so your “speech” should be an introduction lasting between five to ten seconds.

To start a conversation with an employer at a Career & Internship Fair, outline the following things:

1. Your name
2. Your major or other degree program
3. What you’re looking for (keep it brief and know what they’re recruiting for!)
4. Why you want to speak with that employer

That’s it! All you need is a foundation for a conversation and as you talk, you can tell the employer what you know about their organization, and how that relates to your goals. You can ask questions or for permission to add them on LinkedIn. Before the fair, you should conduct research on each of the employers that you plan to talk to so that you can engage in a more meaningful conversation with them.

Be sure to get a business card from each employer that you speak with, as you’ll want to follow up with them after the Career & Internship Fair.

Before you begin making your elevator speech, check out our example below, and then use the worksheet on the back to help you practice your own.

“Hi! My name is Rocky Bull. I’m in my second year as a USF student and I’m studying mechanical engineering. I saw that your company was planning to attend today’s fair, and I wanted the chance to speak with you about the internship opportunity that you have posted on Handshake.”

Practice Your Elevator Speech

Let's start with the easy stuff!

Name: _____

Major/Degree: _____

Now let's get more personal.

Why are you going to the Career & Internship Fair? What do you want from it? Are you looking for part-time jobs? Internships? Full-time jobs?

What are your interests?

Let's start thinking about the companies you want to talk to.

Which organizations are you interested in? What are they currently recruiting for on Handshake? Do you know anyone that works for them?

What do you know about their organization? What do you want to talk to them about? What can you add to their organization's mission or focus?

Time to put it together! Introduce yourself, and why you want to talk to that employer. Remember that your introduction should only last up to ten seconds. Do your research so that you can be prepared for a conversation about how your interests connect with what the organization is doing.



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or to request a reasonable accommodation.

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