

PREPARING AN ELEVATOR PITCH

KNOW BEFORE YOU GO

Elevator pitches quickly and clearly sell a product or idea. You can use an elevator pitch as a way to quickly introduce yourself at a career fair or networking event.

At a fair or networking event, your goal is to initiate a conversation with a recruiter or representative from an organization, so your pitch should be a short introduction - lasting about ten seconds.

To start the conversation, highlight these things:

1. Your name
2. Your major or 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. As you talk, you can tell the employer what you know about their organization, and how that relates to your goals. You can ask them questions about their work, the benefits at the organization, and for permission to add them on LinkedIn.

It is important that you conduct some preliminary research on the organization before the fair, but you don't have to say everything all at once. Doing your research ahead of time will help you prepare your list of questions so that you can engage in a more meaningful conversation with them.

At the end of your conversation, thank the recruiter for their time and get their business card so that you can follow up with them after the event.

Before you begin practicing your elevator pitch, check out our example below, and then use the worksheet on the back to help you get started.

"Hi! My name is Rocky Bull. I'm a sophomore at USF and I'm studying mechanical engineering. I saw that you were planning to attend today's fair, and I wanted to learn more about the internship opportunity that you have posted on Handshake."



UNIVERSITY of
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CareerServices@usf.edu
usf.edu/Career-Services
813-974-2171 | FL Relay 711

Practice Your Elevator Pitch

Let's start with the easy stuff!

Name: _____

Major/Degree: _____

Now let's get more personal.

Why are you going to the career fair or networking event? 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 organizations 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 last about 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.
