# STARTUP CAREER NIGHT ENGAGEMENT STRATEGIES

## WHY SHOULD I ATTEND A FAIR?
- Interact with local and international startups across industries
- Explore internship, full-time, part-time, and volunteer opportunities
- Experience networking in a professional environment

## PREPARE
- Visit the StartAD event page to access a list of companies attending
- Research companies in advance and construct a strategy
- Develop a strong elevator pitch (see back for details)

## MAKE A STRONG FIRST IMPRESSION
- Dress to impress and make sure you are comfortable
- Greet company representatives with a smile, eye contact and a firm handshake
- Deliver your practiced elevator pitch as this is your time to market yourself

## ASK THE RIGHT QUESTIONS
- Have strong questions. What you ask says a lot about who you are!
- Maximize your experience by preparing specific questions in advance.
- Keep questions open ended in order to start a conversation.

## FOLLOW-UP
- Request business cards and contact information after your conversation
- Send a thank you note to reiterate your interest and skills within 24–48 hours
- Maintain contact by attending future events where the company will be present
### ELEVATOR PITCH

An elevator pitch is a short message about who you are, what makes you unique, and the skills you can bring to the company. It is usually 30-60 seconds.

Think of it as a commercial about you that communicates who you are, what you’re looking for and how you can benefit a company or organization.

- You only have a short amount of time to make a powerful first impression.
- Delivering a concise and clear pitch is key.
- Practice in front of a mirror or with a friend until it feels natural.

### PREPARING YOUR ELEVATOR PITCH

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Who are you? Introduce yourself and begin to tell your story. Indicate your name, school, major (or area of a focus) and class level, as appropriate.</td>
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<tr>
<td>2</td>
<td>Talk about your goals and career aspirations. Why are you passionate about this particular industry/field? What kind of work do you love doing?</td>
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<tr>
<td>3</td>
<td>Explain why you are a great candidate for the company. Talk about an interesting course you’re enrolled in, a meaningful internship experience, or a project you are proud of.</td>
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<td>4</td>
<td>Finish with a question to engage the person you are speaking to and get the conversation going. Don’t forget to seal the deal by exchanging business cards.</td>
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### QUESTIONS TO ASK

- How would you describe the company culture at your organization?
- How did you go about finding this job?
- What types of education and experience are most needed in this field?
- What is the most challenging aspect of your position?
- Who has been most influential in your career?
- What types of skills and knowledge are important to perform this job well?
- What would you advise me if I chose to pursue this career?
- Where do you see this profession going?
- What does a typical day at your company look like?
- Which professional organizations would you recommend I join?