Career Day...you hear other students, faculty and even your parents talking about the importance of this...but what exactly is this and how can it help your career exploration and job search? Plain and simple, Career Day consists of a group of employers, and a few grad schools, who are actively marketing to new candidates for a variety of positions.

Career Day is a great opportunity for students to discover what types of companies they would like to work for because there is such a vast variety. If you aren’t looking for a job, this is a valuable time to practice your networking skills and also explore majors if you are undecided.

**Prepare for Career Day**

- Create or update your resume. Have the Career Center review. Print plenty of copies. Upload in DiggerNet.
- Review the Career Day Program Guide. Choose your top 14 – 20 companies to visit.
- Perform basic research on each of the companies through DiggerNet, program guide, and company websites. If they have jobs posted, apply in advance.
- Create and practice your personal 30-second commercial. Include a hook statement. This should be slightly customized for each company. If the company can’t take your resume, use it as a talking point!

> **“At Career Day, start with your least interested position for pitch practice and to help boost your confidence”**  
> Sierra Nevada Corporation

> **“Know what you want, be confident in your abilities; seek those who fit what you are looking for; and make a personal connection with whomever you are speaking”**  
> Hayward Baker

> **“Treat each encounter with a company like an interview. Prepare an elevator speech prior to the fair - important to stand out in the recruiters’ minds so we remember you.”**  
> Frito Lay

> **“Dress in a suit or business casual as a minimum. Don’t chew gum.”**  
> Ellwood Group

**Stand out During the Event**

- Dress professionally—suits are preferred; no less than business casual.
- A smile and solid eye contact enhance your first impression.
- Be confident in your presentation. Practice your 30-second commercial.
- Make sure you know who you’re speaking with. Review your company notes just before speaking with the recruiters.
- Talk about what interests you about the company; what you have achieved in the past; and how your experience fits the company’s needs.
- Ask questions!
- Ask for a business card at the end. If the recruiter does not hand those out, make sure you write down the full name of the person as soon as you are finished at the booth.
- Turn the cell phone off...no texting, no calls, no sending Snapchats!!
- Go to the Resume Drop area for opportunities.
- Think outside the box. Be open to speaking with a company not on your list.

**Strong Follow Through**

- Show the recruiters you appreciated their time by sending a thank-you, with resume attached, following the event.
- Continue to view and apply for jobs through DiggerNet.
- Check for companies who are interviewing on-campus.
- Attend the company information sessions after Career Day. These will be listed in DiggerNet.
The 30-Second Introduction

Clearly know what to say in any situation where you meet someone who may lead you to an interview. This includes Career Day, information sessions, organization meetings, and any social event.

- Begin with a simple hello, quality handshake, your name, degree, major, grad date (or level).
- Briefly describe your background to show enthusiasm and your skills that match their industry.
- Highlight your three top qualities and how this relates to you being a good employee.
- Tell them what you know about the company and describe the type of job you are interested in.

“30-Second Introduction”

“Hello. I’m David Lau and I’m a junior Engineering Physics major (at Colorado School of Mines). I chose this discipline because it is one of the majors that gives me a deep understanding of the way things work and then great skills to apply to a variety of needs for industries from aerospace to energy and manufacturing. This summer, I had a fantastic time in our field session, using oscilloscopes and vacuum equipment and followed that with an internship where I could, in addition to my technical abilities, use my experience working with diverse teams, problem solving, and ability to be organized and detail oriented. I’d like to talk with you about the company’s latest project in Wyoming that I saw on your website, and the company’s new emphasis on setting the industry standard in both safety and high production. I’d like to actively help in reaching those goals.”

My 30-Second Introduction: