

## Industry Day(s) To-do Checklist

### Before the Industry Day(s)

- Check the list of employers on Career Track. Determine your goals (which employers to talk to, what information to gather, what job positions to target, etc.)
- Research your target companies
- Create or review your personal pitch
- Prepare a few questions to ask your target employers
- Prepare your answers for the potential questions that employers might ask you
- Tailor your resumes
- Plan your attire
- Prepare your business cards

### During the Industry Day(s)

- Walk through the fair (get a layout of the event and strategize your approach for each of your key employers)
- Connect with the employer (establish rapport with each employer. Smile, make eye contact, and offer a confident handshake. Use your personal pitch).
- Ask wise questions and gather information and materials from each employer
- Answer questions and showcase your knowledge of each company and your key qualifications
- Try to leave a great first impression (send positive nonverbal messages and be responsive to employers' verbal and nonverbal cues)
- Don't overstay your welcome
- Get business cards or contact information from each employer and establish the preferred method to follow-up
- Be courteous to everyone at the event

### After the Industry Day(s)

- Send thank-you notes to your employer connections
- Reflect on your system, your execution, and your results (What went well and what might you have done more effectively?)
- Connect with the employers through their preferred method of contact.