



Jump Start Your Job Fair Jargon

Impress recruiters with these phrases at your next career event.

“Well said!”

Job, career, even internship fairs and expos offer terrific in-person opportunities to connect with companies looking to hire. However, time to interact with recruiters can be limited. So know beforehand what to say. You'll gather information, possibly even make a good enough impression to be invited in for an interview. Show you've got your act together with phrases that recruiters and hiring managers always want to hear.

“I have researched the company.”

It is imperative that you research the companies attending the job fair. You'll sound focused and informed, and establish common ground. Plus, employers like to hear that you invested time and effort to know what they do. You can say something like “I have researched your company and understand you are expanding into Asia next year.” Or, “I saw on your website that you just released a new version of your product.” However, DON'T ask questions with answers that you can easily find online. And listen to other conversations so the representative doesn't have to repeat him/herself.

“I am involved...”

Whether you're just starting out in your career or have several years of experience, speaking about relevant out-of-classroom activities is proof positive that you are interested in a particular industry. For example, as a pre-med student, do you volunteer at a local hospital? Or, if you are an animation student, did you attend Comic Con or another industry event? Tell a tech company you program on your own time or contribute to open source. Even if you have extensive experience, being involved in local professional organizations and events shows that you are focused, proactive, and serious about your career.

“I am currently studying...”

Don't have a lot of work experience? If you're still in school, class projects are a great topic for recruiter conversations, particularly those relevant to the job or internship you are applying for. As an engineering major, you might talk about your class

project building a robot. Or, if you are a business major, talk about a strategic plan that you developed. Offer examples of applied knowledge.

“I am interested...”

Most important, communicate your interest in the opportunities presented by the hiring organization, its roles and division, and how you can contribute your skills and experiences.

“I am interested in your company.”

Even the most in-demand of job seekers need to show employers their interest and enthusiasm in the company. You should be able to express in a well thought out manner *why you* want to apply to that particular company. If that company creates new technology, you might say “I am interested in working for your company because it is constantly creating innovative products and solutions.”

“I am interested in a particular role.”

Thoroughly research a company to get an idea of the roles, groups, or areas in that firm where you might be a good fit. Express a clear and enthusiastic interest and you'll help the recruiter envision you in that capacity. They'll know to whom to refer you and not be at a loss as to where to place you. For example, if you are a business major, say “I am interested in working for your actuary team.”

“I am interested in contributing my skills.”

When applying for a job, remember that it is more about what you can offer the organization, not the other way around. For example, if you are an advertising major, say “I am interested in contributing my knowledge of campaigns and experience from the Advertising club to an Accounts Internship at your firm.” Confidently highlight how you will benefit the firm if they choose to hire you.



i n a nutshell:

At a career fair, you only have a few minutes to capture a recruiter's attention. Recruiters want to:

- **Listen to an elevator speech that's concise and precise**
- **Hear that you've done your homework and understand what they do**
- **Know that you participate in activities relevant to their industry**
- **Speak with candidates who are enthusiastic about their businesses and want to fit in**
- **Connect with job seekers eager to learn and contribute**

Be specific about your skills and goals and confident in your delivery. Help a recruiter picture you as part of their team and you'll improve your chances for an interview.