OYO¹: ELEVATOR PITCH PRACTICE

How to master your 30 seconds of fame at the fair.

At the career fair it’s important to be able to succinctly and effectively introduce yourself. This skill is famously referred to as the “elevator pitch” because you should be able to start and end in the time that you typically spend in an elevator. Try to keep the pitch closer to 30 seconds than to 60.

A great elevator pitch is tailored to the situation, well-rehearsed so that it sounds natural, and most importantly, memorable enough to encourage future discussion.

Before you deliver your pitch, consider the following steps and questions:

**Step 1: Intro**
- Practice a confident handshake (remember good eye contact and a smile)
- Share your name (slowly if difficult to pronounce)
- Let them know your degree (can also include years of work experience)

**Step 2: Relate**
- Demonstrate that you’ve researched the company ahead of time (reference news, specific programs, or personal connections)
- Use a “hook” – something memorable that will focus their attention

**Step 3: Skills**
- Pick one of your top, most relevant skills
- Use the STAR framework (situation, task, action, result) to exemplify your skill
- Quantify your value – answer “so what?”

**Step 4: Ask**
- Tell them what you want (i.e., an interview, internship, job, etc.)
- Ask them about “next steps” (pay special attention to timing)

A strong elevator pitch is a useful resource, both for your job search and professional development. Keep working to improve it as you gain additional experience.

¹ On-your-own “OYO” resources help you begin to find answers to your questions now.

For more information or other career-related questions, contact our CICS Careers team.

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