

Navigating Employer Information Sessions

This resource lays out some tips and tricks you can keep in your pocket to help navigate virtual employer information sessions successfully to further explore a field of interest. You can also use our self exploration resources to help you gather information that will help you make informed decisions about what information sessions might be right for you and which recruiters you would like to spark a conversation with. Here are some suggestions for how to make the most of employer information sessions:

First, register early. Registering early will allow you to receive more information about the event in the registration confirmation email such as who will be speaking and their role at the organization. This will allow you to better prepare by allowing you time to look up the speaker's bio and craft questions relevant to their specific role. Taking time to review job postings available on the companies' websites will also give you a more comprehensive idea of additional career paths that you may not have thought of previously. Additionally, registering early will help prevent any last minute technological hiccups and ensure you receive the virtual event log-in information in time.

Second, prepare your resume. Tailoring your resume with buzzwords you see on the organization's website and position descriptions are great strategies to catch recruiters' attention. For this step, you can also think back to common skills and requirements that you have seen while reviewing other similar roles on online job boards.

Third, practice your elevator pitch. Using the knowledge you've gained from your self assessment, informational interviews, and online career exploration, introduce yourself and why you are interested in this particular company before asking a thoughtful question. Think about why you are interested in this company's work or the position they are offering. You may mention a few skills you have or are building and how those fit with the work they do and why you are interested in it. You can open by saying something like:

"Hello, my name is {first name, last name}. I am a Master in Public Health candidate at the CUNY Graduate School of Public Health and Health Policy studying Health Policy and Management. I am looking to further build and apply my skills in X, Y and Z to influence policy that will improve nutritional health outcomes in urban populations, and

have read that your company does work in line with these interests. I'm wondering if you could share more about how the policy team is structured?"

Using your researched knowledge of what this organization focuses on and what skills they are seeking for the type of positions they are recruiting for, you can market your experience to highlight how you have previously put these skills to use. If you are transitioning careers or just starting out, you can highlight your transferable skills, and say that you are looking for a position where you can apply these skills within the world of public health.

Tips for Navigating a Virtual Environment and Follow-Up

Similar to a virtual interview or career fair, make sure your technology is functioning correctly the night before to avoid any technical difficulties. If utilizing a desktop or phone app, such as Zoom, make sure your version is up to date. Additionally, dress professionally, make sure your background area is clean and organized, and avoid areas that are noisy or contain distractions where possible.

Lastly, prepare to follow-up. Since employer information sessions usually occur in group settings rather than in a 1:1 format, asking the presenter what the best way is to follow-up if you have additional questions will open the door for further communication. Follow-up within 24 hours of the event via email, and be sure to thank the recruiter again for their time. Provide a brief summary of who you are and any discussion you may have had with them at the event, and how you hope to stay in touch. If you have additional questions that would benefit from a follow-up discussion, you can ask the recruiter if you can arrange a time to speak with them 1:1. This will allow you to ask the questions you have prepared that you may not have had the chance to ask at the event, and will help you build a more direct relationship with the recruiter. Additionally, attach your resume to the email for the recruiter's convenience.

Interested in discussing how to make the most of employer information sessions with a Career Coach?

Schedule a 1:1 Career Coaching appointment with the Office of Career Services. [Book an appointment online now!](#)