



## **Networking: How to Introduce Yourself**

A networking introduction or “elevator pitch” succinctly defines you and your background and interests. It can be used at career fairs, conferences and networking events. The elevator pitch is a short summary given in the time span of an elevator ride (approximately 30 seconds to 90 seconds). The goal is to introduce yourself, engage your audience and to start a conversation. An elevator pitch needs to quickly convey important information. Here are some steps to assist in crafting a great pitch:

### **Introduce yourself**

There is a lot of flexibility in the introduction. It should include something unique about yourself such as, area of study, degree, internships, experience, research, projects or military service. You can mention possible connections such as individuals in the same department, similar backgrounds and alumni.

### **Identify your goal/purpose**

It may help the person you are speaking to point you in the right direction for further assistance. Be succinct. If your goals aren't clear, they won't be able to effectively assist you.

### **Describe your relevant experience**

Give 1-2 solid examples of your experience that relate directly to that organization or position. As with your introduction, you can discuss major, degree, service or anything else that makes you stand out. You can also briefly discuss research, awards or presentations you've given. Don't repeat anything you mentioned in your introduction.

### **Wrap it up**

Pull everything together in a brief but interesting concluding sentence. This will reaffirm what you want and how they can help you.

### **Practice, practice, practice**

Put it on paper! Write out a script or talking points, then craft your pitch and practice. Use focused terminology that highlights your experience in an area, but make sure not to use industry jargon or acronyms that average people won't understand. Practice until you can smoothly give your pitch.