



AY2021 Harvard Social Impact Expo – Best Practices

In advance of the meeting:

- Review the websites of the organizations' sessions you have registered to attend.
- If you have the names of the presenters, review their backgrounds via LinkedIn. Knowing someone's career trajectory and former employment, as well as current role, can help you generate questions.
- Know that employers are excited to meet you and answer your questions. Each meeting will include time for student questions, so think of at least a couple of questions you would like to ask.
- Resources on the CSO site include quick tips for [Questions to Ask Potential Employers](#).

Be on time. And stay for the whole session, if you are able.

Verify in advance the date, time, and timezone of the meeting, so you can plan to join the meeting 5 minutes in advance of the start time. Joining a few minutes early provides a window of time for you to make adjustments should you experience technical difficulties—as well as an opportunity to talk with employers.

Dress code.

- Dress how you would for an interview. This is their first opportunity to meet you and for you to make a good first impression.

How to Stand Out in the Question and Answer Period and During Follow-Up:

- **Speak up.** When it is your turn, make yourself visible, unmute your audio and speak clearly. Know there can be a slight delay in audio/video. Introduce yourself and ask your question(s).
- **Raise your hand** in the participant panel and wait for the host or student ambassador to call on you if there are many questions from the audience.
- **Type your question** in the chat panel as an option to ask a question.
- **Exit at the right time.** In some meetings, it is acceptable to let people know you are leaving. If not, and you need to leave, just do so quietly. Make sure you have disconnected from the meeting before you start doing anything else.

After the Meeting:

- **Follow Up.** Send a thank-you letter or email along with your resume; use the opportunity to reiterate how your background and skills match their needs. Consider using LinkedIn to connect with the contacts you made.
- **Reference someone you met at the expo in the opening paragraph of your cover letter.** For example, “After speaking with Jane Doe at the Social Impact Expo, I know my analytical and communication skills will be a good fit for the educational role at ABCD.”