



WORLD TRADE ASSOCIATION  
OF PHILADELPHIA, INC.

February 2021

## **Informational Interview Instructions**

The World Trade Association would like to help students conduct informational interviews of our members. To participate, please register as a complimentary student member [here](#).

### **Why should you participate?**

- Learn more about the daily work of someone in the industry
- Develop a professional relationship which can help you find an internship or job
- Practice networking

### **What is an informational interview?**

- This is the reverse of a “traditional” interview. You ask the professional member questions about their company and issues they encounter. You will show you are knowledgeable by the questions you ask.

There are three steps to the process:

- 1) Express interest in the program and get matched with a member in the industry.
- 2) Schedule the appointment and complete the informational interview.
- 3) Submit a summary of your interview to us.

Each step is completed in a separate form. When we receive the first completed form, we will reach out to compatible professional members and introduce one of them to you by email. It is your responsibility to schedule the informational interview at this point.

We know the informational interview is scheduled by you completing the second form.

Once your informational interview is over, summarize your experience and submit it via the third form. This can be in whatever format you want, be creative! Please also remember to submit the LinkedIn profile links if you have these, for both you and the member.

Here are the links to the three forms:

- 1) [Interest](#)
- 2) [Appointment](#)
- 3) [Summary Report](#)