

The purpose of an informational interview is to research a field of work that may interest you. It is a way to gain information on employment trends, skills required by employers, as well as confirm whether it is an area of work you are interested in pursuing or not.

As you are not interviewing for a job, it's up to you to ask the questions. Therefore, always go to an informational interview well prepared with questions. Even if it is very informal or spontaneous, you will get much more out of it if you put time into thinking about what you want to know.

the people you approach. Remember: use open ended questions that elicit more than a "yes" or "no" answer.

- How did you get into this type of work / this industry?
- What kind of background education, skills and experience do people have who work in this field?
- What is a typical day in this job really like? What do you most enjoy about the work that you do? Least enjoy?
- What are the biggest challenges facing your sector? How do you think they will be tackled?
- Where do you see the opportunities for people to enter this sector now? What gaps need to be filled?
- What is the best way of finding out about jobs in this field?
- Do you know of anyone with a similar background to mine that has entered this type of work? Could I meet them?