



MARKETING PANEL INTERVIEW TEST GUIDE

WHY DO AT&T AND ITS AFFILIATES INTERVIEW?

At AT&T, we pride ourselves on matching the best jobs with the best people. To do this, we need to better understand your skills and abilities to make sure that you are indeed the right match for the job. Our ultimate goal is to set you up for success in your career at AT&T (that is, if AT&T is the right match for you). Research has shown that interviews provide accurate measures of people's skills and abilities and, therefore, we use tests to identify people who are the best match for the job. Our philosophy is simple...if you succeed in your role, then we succeed as a company.

WHAT IS THE MARKETING PANEL INTERVIEW?

The Marketing Panel Interview consists of eight exercises. The exercises consist of a presentation, a role-play, and several situations for you to respond to.

A panel of two or more individuals will conduct the interview. It is designed to assess the skills necessary to be successful in the Account Service Administrator and Project Coordinator positions.

The Marketing Panel Interview takes approximately 1 hour.

WHAT CAN I DO TO PREPARE FOR THE INTERVIEW?

At AT&T, our goal in interviewing is not to cause you to fail; rather, our intent is to set our employees up for success. Remember, we succeed when you succeed. Prior to the panel interview, you will receive a letter asking you to prepare a five-minute presentation to the panel members. This will be one of the eight exercises involved in the interview. All information necessary to participate in the Marketing Panel Interview is provided. There are no specific materials you should study in order to prepare yourself for the remaining seven exercises.

HOW WILL THIS INTERVIEW BE ADMINISTERED?

A member of our Staffing team will provide you with the time and location for your interview session. Try to arrive at the location at least 15 minutes before your scheduled interview time to give yourself time to relax before the interview begins. You may want to bring a jacket or a sweater in case the temperature in the interview location is not to your liking. Feel free to ask questions before the interview begins, and be sure you understand the format of the Marketing Panel Interview.



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WHAT CAN I DO TO PERFORM MY BEST ON THE INTERVIEW?

- ✓ Think about your background and experience before going to the interview, and be prepared to discuss them in detail
- ✓ Listen to the questions and be sure you understand exactly what is asked.
- ✓ Think through your answer before responding to each question.
- ✓ Answer questions directly and to the point – discuss only the facts needed to satisfy the question.

RETEST INTERVALS

If you do not qualify on the Marketing Panel Interview, do not be discouraged. Perhaps, this would indicate that this position is really not the best match for you. Who knows – perhaps a better, more closely matched opportunity awaits you. If you feel strongly that this is the right position for you, then you may initially retest after six months. Subsequent retests are at one-year intervals. However, please note that test standards are periodically updated to reflect current abilities and skills required for our jobs. Therefore, it may be necessary to meet new test standards should they be introduced prior to your placement on the job.

SUMMARY

When you succeed in your job, AT&T succeeds as a company! Successful completion of the Marketing Panel Interview qualifies you for possible placement into jobs requiring this interview. Additional interviewing may be required for certain positions. See job briefs in your area for additional interviewing requirements for titles you are interested in.

Thank you for your interest in starting (or expanding) your career at AT&T!

AT&T and its affiliates support and comply with the provisions of the Americans with Disabilities Act (ADA) and other Federal and State laws that specifically assist individuals with disabilities. If you have a limiting disability and need special testing arrangements, please ask your local Employment Office or Placement Bureau personnel for information about the testing accommodation process.