Texas McCombs Best Practices for Employer Events

Connect with your Recruitment Account Manager for customized guidance on employer events and recruiting timeline.

Event Format Options

**Information Sessions**

_Students are increasingly interested in formats beyond a traditional info session, including some of the options below:_

- **Traditional Info Session**
  - Company presentation followed by a Q&A session and/or optional networking or breakout groups
  - Typically recommended for companies with an existing recruiting presence on campus

- **Recruiting Support**
  - Case examples or competitions
  - Skills workshops (focused on skills that can be added to students’ resumes)
  - Interview or networking preparation
  - Resume guidance

- **Employer Panel**
  - Highlight functional roles
  - Overview work examples
  - Showcase specific projects/types of work

- **Experiential Learning**
  - Live examples of cases, deals, strategic decision-making, etc.
  - Live examples of important operations or functions in roles

**Office Hours**

- **Pre-scheduled Format**
  - 20-minute time slots recommended
  - 1 on 1 to the extent possible

- **Come and Go Format**
  - Less formal structure for added flexibility (particularly for BBA students)

**Recommendations**

- **Who to Bring**
  - Alumni and dynamic speakers within a few years of the roles being recruited
  - Review RSVP list to determine appropriate student to employer ratio
• **Event Description**
  o Include the event’s purpose and list the functions/divisions or roles being recruited
  o Include information on overall recruitment cycle, COVID protocols, international sponsorship, etc.

• **Content**
  o Students enjoy interactive, educational, or experiential content
  o Focus on the groups recruiting, specific roles, and career paths
  o Students are increasingly interested in learning about sustainability and DE&I initiatives at the organizational level
  o Tailor presentation to be McCombs-specific, if possible
  o Provide employer representative contact information to students for post-session follow-up

• **Number of Events**
  o Limit total number of events; too many can cause reduced attendance and/or cause student burnout
  o Ensure each event has a specific and distinct purpose from the others

• **Staying in Touch**
  o A student RSVP list can be obtained through our systems, and attendance lists can be provided for McCombs in-person events
  o Follow up with candidates who attended the event with additional reading material, next steps in the process, contact information, a copy of the presentation, etc.
  o Keep students apprised of any changes or delays to the recruiting timeline

**Maximizing Attendance**

• **Post in Advance**
  o Post in the [appropriate recruiting system](#) well in advance (at least 3-4 weeks recommended)
  o Provide plenty of detail about the event, following above event description guidance

• **Provide Incentives**
  o Food/drinks
  o Swag or raffle items
  o Include these incentives in event description

• **Send Personalized Invitations**
  o Contact and invite interested students directly using resume books, resumes collected at career fairs or other prior events, and/or job applicants

• **Promote via Additional Avenues**
  o Contact your [Recruitment Account Manager](#) to discuss options