

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**
 - Include the event's purpose and list the functions/divisions or roles being recruited
 - Include information on overall recruitment cycle, COVID protocols, international sponsorship, etc.

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

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

- **Staying in Touch**
 - A student RSVP list can be obtained through our systems, and attendance lists can be provided for McCombs in-person events
 - 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.
 - Keep students apprised of any changes or delays to the recruiting timeline

Maximizing Attendance

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

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

- **Send Personalized Invitations**
 - 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**
 - Contact your [Recruitment Account Manager](#) to discuss options