



Employer Info Sessions - Guide for Success

WHAT WILL ATTENDEES GAIN?

- The more specific you are with your goals for connecting with BCIT students, the better we can ensure students are aware of what they will take away from attending.
- Consider a networking component after the presentation or extend an invitation to students to contact presenters or connect on LinkedIn for more information
- Interactive formats are the most engaging; Career Services can facilitate Q & A and other activities to make sure you get a chance to get to know attendees
- Bring presenters who work in the department you're hiring for or that work closely with new hires. This adds value to the presentation by providing insight into different career paths and speaking specifically about technical aspects of positions
- Explain the day-to-day tasks and skills used by employees, as well as interesting past or current projects the company has been involved in. This helps to paint a clear picture of the kind of work your company does
- Information on company benefits and work culture is important, but this information is often available on your website. Students and new grads are more eager to find out if they have the needed qualifications and would be the right fit for your organization and what will help them stand out as an applicant
- Schedule your info session near your hiring period or let Career Services know when you will be hiring in future to inform students

WHAT KIND OF RECRUITMENT ARE YOU DOING?

If you're recruiting for a specific role(s):

- Post the job in advance on Career Track and we will link the position to our marketing materials so potential candidates are prepared
- Explain the interview process in your company
- Provide information on growth potential, training and mentoring
- Describe what your company is looking for in employees generally but also in the specific role. Include details about technical skills, soft skills, and application tips
- Take questions from attendees or invite attendees to approach when the presentation closes
- Consider holding informal interviews on site

If your goal is to promote your company as an employer generally:

- Give specific examples of roles you tend to hire for or would consider hiring recent grads and part time/seasonal employees for
- Ask your Career Specialist to help you target which programs you would likely hire from
- Discuss any growth potential, training and mentoring in your company
- Explain the interview process in your company and what successful candidates should bring to the table for specific roles you recruit for
- Expand on specific technical and soft skills that employees often gain from working for your company