



# Engage more effectively with UTS students



## Annual Events and Programs

At UTS Careers, we organise a number of employability events for students throughout the academic year, including:

- UTS Careers Fair
- Accomplish Award
- Accomplish Intensive Program
- Festival of Future You

These initiatives provide employers with an excellent opportunity to engage with a large cross-section of UTS students through information and networking sessions, mock interviews and assessment centres, hack-style events, and panel events and discussions. These events are also promoted heavily in advance, so you are guaranteed a high level of student participation and engagement on the day.

For example, the annual UTS Careers Fair attracts a large volume of students from across all faculties each year, all at different stages of their degrees. In March 2017, the Fair attracted over 1500 students who were actively interested in connecting with employers.



## Specialised On-Campus Engagement

Alternatively, it is a good idea to have a presence on-campus throughout the academic year to forge ongoing relationships with students and potential hires, and source new talent. Timing is an important element of planning an on-campus event, as students are often time-poor. To encourage attendance, aim for a time of year where students will be on-campus (March-May and July-October), and avoid StuVac and exam periods (see our academic calendar for dates). In addition, you should allow 4-6 weeks of promotion time to ensure your event has optimal student exposure, does not duplicate other events occurring around that time, and to further encourage attendance.

These events should:

- Be interactive and encourage engagement, as opposed to a standard company presentation;
- Provide information that is not easily accessible by the student (eg. avoid repeating website information);
- Most importantly, it should give value to the student—whether that be through offering recruitment advice, providing branded swag, featuring UTS alumni who work in your organization, etc.

### Best practice

It's always advisable to bring along hiring managers, current graduates, or interns (preferably from UTS) to careers fairs, or any events you hold both on and off-campus. Not only does this help students relate more to your organisation, but also gives them an insight into what the recruitment process involves, your organization's culture, and what a typical day in the office looks like. It also helps make your business more accessible and approachable, which is of great value to students looking to work with you.



## What do I do next?

If you are interested in hosting an event either on or off-campus, the best way to start is to give a member of the Business Development Team a call on (02) 9514 1471 to discuss your requirements. Alternatively, you can complete an [on-campus](#) or [off-campus](#) event form depending on your needs and a member of the Business Development Team will give you a call to discuss the next steps.

We look forward to working with you!

