



2022 UM CAREER FAIR

ENGAGING WITH STUDENTS

We are thrilled that you will be joining us at the upcoming January Career Fair at the University of Manitoba.

As one of the hosts of the 2022 Career Fair, Career Services welcomes you and looks forward to partnering with you at this event and beyond. This year the Fair will be delivered virtually through an online career fair platform, CareerEco. The platform we are using is robust and we are looking forward to offering you this virtual experience. As an exhibitor you will have the opportunity to interact with students in many ways. You will be provided with an interactive chat room(s) which provides live organization and candidate communication.

The multi-faceted live chat tool allows for:

- ▶ **Group Sessions:** Attendees communicate questions/comments in a group chat format which is visible to chat room attendees
- ▶ **Private Sessions:** Attendees communicate in private chat windows for more personalized interaction
- ▶ **Video Chat Sessions:** Utilizes the same chat platform and no special equipment is required, only built-in or attachable cameras are needed (broadcast to room & one-to-one video chat available).
- ▶ **Multi-media options** are compatible with either Google Chrome or Firefox browsers
- ▶ **Broadcast and screen share presentation capability** to conduct online presentations to the chat visitors
- ▶ **A transcript of the chat sessions and chat room attendance reports** are available to organization during/after the event
- ▶ **Organization representatives can have multiple chats, both private and public simultaneously**
- ▶ **Organizations are provided with an unlimited number of user logins**

Based on employer and student feedback during past events we want to provide you with some information on what you can expect:

- ❗ Undergraduate, Master and PhD students are eager to connect with you for a number of reasons. Those close to graduation will ask about the job opportunities at your organization and more broadly in your industry. Other students working on their programs will be interested to learn the knowledge, skills, experiences, and attributes you look for when hiring a new graduate. This is a good opportunity for you to help shape your future workforce and increase brand awareness of your company with University of Manitoba students.
- ❗ As a representative of your organization, many students will be interested in your personal experiences. We invite you to take the time to share your experience and educational background. This will help students learn how they too can succeed in your industry.
- ❗ The Career Fair is marketed to all University of Manitoba students and alumni in all streams and faculties across our two campuses. While you may be seeking potential employees of a particular educational background, most organizations have needs for employees with a wide variety of educational experiences. Please consider referral to colleagues from other departments in your organization, if they are willing to connect with students studying in their field outside of the career fair.
- ❗ Many of the students in attendance will be prepared for an active discussion about the opportunities at your organization While others may drop in to ask more general questions. Either way, you will be helping educate students on the requirements and opportunities with your organization, and the students will value the information you can share about your experiences and your organization.

Here are some sample questions a student may ask you at the fair:

- ▶ What skills does your organization value in an employee?
- ▶ What types of experiences should I engage in as a student to increase the likelihood of employment in your industry?
- ▶ Can you tell me more about recent or anticipated changes in the industry?
- ▶ How can I learn more about the opportunities at your organization?
- ▶ Do you hire for part-time, summer or co-op positions to help students get necessary experience for the field?
- ▶ Can you tell me more about your job specifically?
- ▶ What kind of job opportunities are available for people with a background in (major or work experience)?
- ▶ How would you describe the organization culture?
- ▶ What do you enjoy the most about working for the organization?
- ▶ Do you look for students with specific educational backgrounds or degrees/areas of study?
- ▶ May I contact you if I have further questions?
- ▶ What challenges and opportunities are associated with X-position?
- ▶ What are the backgrounds of other employees in your organization or department?
- ▶ What type of opportunities are available to advance through the organization?

As you can probably recall when you were a student, career fairs can be exciting and daunting. You may want to encourage students to come and talk by initiating the conversation. Here are a few suggested questions to start up a conversation:

- ▶ What is your interest in our organization?
- ▶ What brought you to the fair today?
- ▶ How do you see your studies pertaining to work in this industry or for this organization?
- ▶ Briefly, tell me what you know about our organization.
- ▶ What are your career goals?

Everyone is here to find the best talent for their organization. Engaging and educating students on industry needs and expectations is a step in that direction. Thank you for taking the first step as a partner in education with Career Services at the University of Manitoba.

If you would like details on other opportunities to partner with Career Services in educating your future workforce, or other programs (like Co-op) and available tax credits, please contact Gail Langlais - Director, Career Services at gail.langlais@umanitoba.ca