

# TIPPIE STUDENT ORGANIZATION CAREER EVENT GUIDE

*Best practices for organizing and hosting career fairs and events*

Career fairs and employer events are a major undertaking, and we thank you for your interest in representing the College of Business to employers who want to hire Tippie talent! Use this guide to determine which offices you should be working with during the planning process, and to make sure you're on track with the event planning timeline.

Regardless of which type of career event you plan to host, always communicate with Tippie Undergraduate Career Services (TCS) regarding event logistics and planning steps. TCS will share dates and timelines with the Pomerantz Career Center (PCC) and help you coordinate outreach to recruiters and employers.

## **Jump to...**

[Pomerantz Career Center \(PCC\) contacts and info](#)

[Tippie Undergraduate Career Services \(TCS\) contacts and info](#)

[Event planning timeline](#)

# POMERANTZ CAREER CENTER

Events contact: **Jo Halsch**

[joanna-halsch@uiowa.edu](mailto:joanna-halsch@uiowa.edu)

(319) 353-2816

C310 PCC

*PCC welcomes collaboration with Tippie College of Business student organizations on recruiting events and career fairs. Student organizations that are developing events should note that PCC can **only** support events that meet the following criteria:*

- Available for ALL students to attend (not a private career fair)
- Aligns with PCC's [mission statement](#)

*Utilizing PCC support is the best route if you would like to:*

- Have a staff member oversee the registration process
- Charge for your event and/or have registration created and managed in Handshake by PCC staff
- Have your event be public and promoted by PCC

*Additionally:*

- All proposals are assessed by PCC to determine if staff capacity allows for the event in question
- PCC does not provide staff members or volunteers to staff student career fairs
- Each student organization is allowed one approved event per academic year

# TIPPIE UNDERGRADUATE CAREER SERVICES

Events contact: **Cal Wagner**

[cal-wagner@uiowa.edu](mailto:cal-wagner@uiowa.edu)

(319) 335-0663

W160 PBB

*TCS is excited to work with Tippie-affiliated student organizations to offer recruiting events where Tippie students can connect with employers. Students should contact TCS if their organization's event meets the following criteria:*

- Is business-specific (not open to all students)
- Registration for the fair is not managed in Handshake to track employer and student attendees

*TCS can assist with:*

- Identifying corporate partners who hire Tippie students
- Providing best practices for company outreach
- [Funding](#) your event to support costs and logistical concerns
- Marketing and promotion of your organization's event via email, digital displays, and social media

# EVENT PLANNING TIMELINE

## ***5 months prior:***

- Notify appropriate career services team(s) with a fair proposal
- Establish individuals within your organization who will be responsible for event planning tasks (e.g. budget, event logistics, employer/student outreach)
- Reserve a venue space
- List what supplies and materials you will need

## ***3 months prior:***

- Determine which social media platforms will be used to promote the event
  - » Consider both employer- and student-facing marketing materials
- Add event to the University of Iowa [Events Calendar](#)
- Decide how many employers you want to participate in the event
  - » Create a list of top companies you're interested in working with
- Consider your organization's historical information on past members
  - » Use LinkedIn to see if past members work at any companies on your target list
  - » Send a message to prospective employers with event details
- Reach out to recruiters at your top companies on LinkedIn
  - » Search for the following titles: Campus Recruiter, Early Career Talent Acquisition, Internship Coordinator, University Relations

## ***2 weeks prior:***

- Confirm event logistics with venue
- Send a reminder message to confirmed companies and students with event details
- Set up a check-in appointment with Cal to finalize the details

## ***2 weeks post:***

- Send thank-you messages to companies that attended the event
- Send employer contact information to TCS