



## Company Information Session Best Practices

### What is a Company Information Session?

An information session, or tech talk, is an opportunity to share information about your organization's culture, work environment, open positions, exciting projects and technology, and more. These events are hosted by student organizations, and more information about choosing a student organization that fits with your interests is below. While there are a wide range of presentation styles, more interactive sessions utilizing props or demonstrations are often highly rated by students. Incorporating time for networking with students and answering questions is highly encouraged! An information session is one component of your on-campus presence and we see the greatest impact when information sessions are held in conjunction with other on-campus events.

**Tip:** Bring U-M alumni back for on-campus events, especially information sessions!

### Scheduling an Information Session

Student organizations coordinate the Information/Pre-Interview Sessions, and a list of student organizations that have expressed interest in partnering with industry to arrange on-campus events is available at <http://career.engin.umich.edu/infosessions> by clicking 'student organizations' in the first line. For a list of all student organizations, visit <https://maizepages.umich.edu/organizations>. You may narrow your search by typing 'engineering' or the group name you are seeking in the keyword search field. Many student organizations charge a small fee for hosting the event. Feel free to contact student organizations directly to request an event.

Before confirming a date for your event, we recommend checking campus event calendars for your date(s) of interest, paying special attention to cultural holidays. When in doubt, check in with the ECRC about your date.

- [ECRC Additional Events calendar](#)
- [College of Engineering calendar](#)
- [U-M events calendar](#)
- [Office of the Provost – Selected list of religious holidays](#)

While many organizations host information sessions in the weeks prior to the fall and winter Engineering Career Fairs, there is a lot of competition for student attendance during these time periods. The career fair does help kick off the recruiting season each semester, and we see high student attendance at events after the fair in addition to those before the fair.

If your organization is in the process of increasing your brand awareness on campus, we recommend hosting an information session in conjunction with other campus recruiting events, after the career fair in order to avoid increased competition for event attendance prior to the career fair. Contact your ECRC point of contact to develop a personalized on-campus recruiting strategy.

### Event Time

Most information sessions are scheduled during the evening, after 5:00 PM. Events earlier in the day are more likely to run into time conflicts with student schedules and space conflicts with classrooms.

College of Engineering classes take place during the day on Monday-Friday. If you are interested in hosting an event between 8:00 AM-5:00 PM, we recommend hosting an event over the lunch hour as there are less class schedule conflicts during this time. Alternatively, there tend to be fewer classes scheduled on Fridays, allowing for more flexibility with regard to the event time.

### **Location**

The student organization(s) that you partner with for the event will reserve space for your event, and will work with your organization to find space that meets expected attendance and presentation needs (e.g. projector, whiteboard, etc.). Typically, information sessions are hosted in classrooms on North Campus. If you are hosting an event during the day, please note that it may be more difficult to find available space as most rooms are used for classes during the day.

### **Attendance**

While attendance is unpredictable, we recommend asking the hosting organization how many students they expect to attend the event. Attendance is a function of the event date/time, marketing, and the number of majors/degrees your organization is targeting.

### **Advertising - What We Can Do**

While the student organization that you partner with will take the lead on advertising for your event, the ECRC is able to promote information sessions through an events calendar on our website. If you are interested in advertising your event through this calendar, please send an event description and any marketing materials (e.g. flyer) you plan to use, to [ecrc-ocr@umich.edu](mailto:ecrc-ocr@umich.edu) two weeks prior to your event. We also recommend posting any open positions on [ENGenius.Jobs](#), as these positions can be linked to your event description on our events calendar.

### **Food**

Organizations hosting information sessions are typically not required to provide food for students attending the session. Some student organizations request that organizations provide food for students at the session as a “fee” for hosting the session; this will vary by student organization. While providing food may increase attendance, it is not a requirement, unless noted by the student organization hosting your event.

### **Tips for Hosting an Information Session**

- Introduce your organization, the opportunities at your organization, and why your organization is a relevant choice for University of Michigan College of Engineering students.
- As you describe the work environment and culture of your organization, consider the gender pronouns you use. Are you creating a welcoming environment for all students or an accurate representation of the workplace when you focus on a single gender?
- When writing event descriptions, we recommend limiting abbreviations, acronyms, colloquialisms, and slang (e.g. Consider using “Register” in place of “RSVP”).
- Bring a University of Michigan College of Engineering alumni or recent college graduates to present about your organization, describe their own experience, or to assist with the question and answer portion of your event.