

# CEO CAREER ENGAGEMENT OPPORTUNITIES

EVENTS HOSTED BY  
STUDENT ORGANIZATIONS

EMPLOYER GUIDE

## WHAT IS A CEO EVENT

A Career Engagement Opportunity (CEO) is an opportunity for an employer to share information regarding their organization's culture, work environment, open positions, exciting projects, technology and more. CEO events may take the form of Tech Talks, Networking/Social Hours, Interactive Workshops, Competitions, etc. Engineering student organizations are encouraged to help host these events.

## EVENT IDEAS

### MAKE YOUR SESSION INTERACTIVE

- Present a problem your company faced in the last year and show students how it was solved, while getting student input on how they would solve the problem
- Simulate a project and ask students to complete it
- Present a current challenge and ask students to brainstorm a solution
- Ask students to propose an initiative
- Provide advice on soft skills and company culture
- Introduce additional professional skills (not technical or engineering specific), such as navigating a tough, interdisciplinary project
- Host a Shark Tank style event; invite students to pitch a product and offer a prize to the winner

## TIPS

Bring alumni or recent college graduates to your session

Serve food

Incorporate networking

Describe the work environment and culture of your organization

Provide interesting company facts

Describe current projects your company is working on

Be creative and clear in your event description