

## WHAT IS A CEO EVENT

Career Engagement Opportunities (CEO) are a great way to connect with specific student populations to enhance your company brand with Michigan Engineers. By collaborating with a student organization your company will have the opportunity to interact with talent and showcase why students should work for you!

## EVENT IDEAS

### How to maximize your efforts and encourage student participation

The traditional Information Session has been losing its appeal. We encourage companies to think outside of the box when planning a CEO. Make your session interactive, incorporate networking, and provide information that is useful to your target audience. For example:

- Present a problem your company faced in the last year and show students how it was solved while also getting their input on how they would solve the problem
- Simulate a project and ask students to complete it
- Present a current problem and ask students to brainstorm a solution
- Have students propose an initiative
- Provide advice on soft skills and company culture
- Introduce additional skills that would be needed which are not technical or engineering specific like navigating a tough, interdisciplinary project

## TIPS

- Include U-M 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.
- 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").
- When a CEO event may be in person, serving food is a way to draw additional interest, however it is not required. You can find catering options for North Campus here: [career.engin.umich.edu/employers/ann-arbor-resources/#Catering](https://career.engin.umich.edu/employers/ann-arbor-resources/#Catering)