Information Session Tips

Information sessions can be a great way to help get the word out about your opportunities in a more targeted environment. A basic info session typically consists of a presentation about your organization/opportunities and a q&a session with attendees. Based on what we’ve seen work (and not work), here are some basic tips to help you make the most of your time and energy!

- **Contact the Career Development Center and let us know you are coming:** If we know, we can help promote it on your behalf and we can also inform faculty about your event (who will then tell their students!)
- **Be reasonable with scheduling:** Friday nights and weekends are generally NOT the best time for an info session (yes, we’ve had employers request those before). Likewise, the day before a major break and finals weeks are usually don’t work well, either.
- **Be engaging and charismatic:** At the end of the day, an info session is a sales pitch for your company and job openings. Make eye contact, don’t read your slides verbatim, and connect with the students who choose to attend.
- **Food helps:** Bringing in some sort of snack or food can help with attendance, particularly around mealtimes.
- **Have a sign-in sheet:** Collect names, emails, majors, and graduation dates – and then within 24 hours send a quick follow-up to the students, thanking them for attending and reinforcing your message.
- **Be welcoming:** It’s best to open your pitch in a welcoming way. If you start by saying something like ‘We only hire so and so majors and would NEVER consider any other major’ then chances are slim you’ll have a very successful session or recruiting trip.
- **Have a handout or take-away for attendees:** This way they have something to remember you by and to reference later on.
- **Be respectful of time:** The average info session time last year was around an hour, which is nice. Generally speaking, we recommend no longer than a 20-minute presentation and filling up the rest of the time with q&a.
- **Try to stay away from industry jargon:** People in your field might be impressed that you went from a payroll classification H14 to a B74 in less than five years, but students won’t have a clue as to what you are talking about. Keep terminology and acronyms to a minimum.
- **Tell them next steps:** How should students apply? Does your company host interns or externs? Should they visit your table at a job fair? What does the student need to do next?