

## Services for Employers 2012

La Trobe University's Student Enrichment department offers students a range of career development, leadership, mentoring and volunteering programs designed to build the capacity of future leaders.

Our 2012 vision is to provide opportunities for La Trobe University students to build strong career foundations through meaningful engagement with employers, and programs designed to build employability, leadership and graduate capability.

Through Student Enrichments' Career Development Centre and Enrichment Programs, we invite you to partner in our 2012 events and connect with our most engaged and motivated students in one or more of the following events on the Melbourne campus:

- |  |                        |
|--|------------------------|
| 1. Student Leadership Conference         | Friday 3 February 2012 |
| 2. Your Graduate Career Networking Event | Thursday 15 March 2012 |
| 3. Your Career Starts Here Conference    | Tuesday 31 July 2012   |

*You may wish to partner with us on an individual event basis,  
or view the Platinum package option on page 5.*

# Student Leadership Conference

**Friday 3 February 2012, Melbourne campus**



The La Trobe University Student Leadership Conference will involve 150 students from across all campuses and disciplines. The Keynote speaker for the conference is former Chief Commissioner Christine Nixon APM.

Delegates include the 2012 cohort of Infinity Leadership Program students, who have undertaken a tight recruitment and selection process based on their leadership potential, academic achievement and experience in volunteering or community leadership. An additional 50 La Trobe students who participate in other forms of leadership roles are also invited to attend.

This is a great opportunity to support the Student Leadership Conference and build awareness of your brand within a group of future leaders who fit the profile of many graduate employment programs.

## Sponsorship opportunities for the Student Leadership Conference

STUDENT LEADERSHIP CONFERENCE 4 February 2012, Melbourne Campus	Cost	Bronze \$300	Silver \$750	Gold \$1,750
Promotional materials (e.g., pens, notepads) in delegate kit	-	✓	✓	✓
Facilitation of one Leadership session during conference	-	✓	✓	✓
Logo and company profile in delegate kit	\$300	✓	✓	✓
Logo and company profile in Leadership Handbook***	\$300	-	✓	✓
Acknowledgement in all event marketing & communications**	\$300	-	✓	✓
Lunch sponsor	\$1,000	-	-	✓
Presentation (5 mins) prior to keynote address	-	-	-	✓

**[1 Gold, 2 Silver, 5 Bronze packages available]**

\*\*Includes logo and acknowledgement on relevant La Trobe University websites, and in all promotional articles, newsletters and event listings prior to and after the event.

\*\*\* The Leadership Handbook is a used by students in the Infinity Leadership Program throughout the year.

# Your Graduate Career Networking Event

**Thursday 15 March, 2012 (4pm – 7pm) Melbourne campus**

Goodbye careers expo, hello networking event! The focus of this professional event is to provide you the opportunity to engage directly with students from relevant disciplines and ensure you get your message across without the distractions of a traditional Expo.

During this facilitated event, you and three other companies from the same or similar industry deliver a 10 minute presentation about your graduate opportunities. Following the sessions a networking event will take place, offering you the opportunity to engage in discussions with students.

Advantages of the networking event (compared to an Expo):

- You can avoid repeating the same information to every student that passes by
- Students will attend sessions directly relevant to the discipline they are studying
- Students will be better informed about your program and company
- Students will be offered trained in networking skills prior to the event
- A separate session will be offered on international employment opportunities
- The cost for running this type of event is significantly less than an Expo, so we are able to pass on those savings to you

## **Cost for exhibit stall and presentation \$500**

By sponsoring this event you can also deliver a one hour workshop during the **MasterClass** program to be scheduled between the 5<sup>th</sup> and 14<sup>th</sup> March 2012. Topics include:

- Resumes and Cover Letters
- Applying for Graduate Programs/ Psychometric Testing and Assessment Centres
- Addressing Key Selection Criteria
- Interviews

## Sponsorship opportunities for the Your Graduate Career Networking Event

<b>YOUR GRADUATE CAREER NETWORKING EVENT</b> 15 March 2012, Melbourne Campus	<b>Cost</b>	<b>Basic</b>	<b>Bronze \$750</b>	<b>Silver \$1,100</b>	<b>Gold \$1,300</b>
Exhibit stall & presentation	\$500	✓	✓	✓	✓
Web banner on CareerHub*	\$330 pwk	-	✓ 1 week	✓ 1 week	✓ 2 weeks
Acknowledgement in all event marketing & communications**	\$380 pwk	-	-	✓	✓

**[4 Gold, 5 Silver, 10 Bronze packages available]**

\*Web banners for each sponsor will be prioritised to be displayed on CareerHub during the peak recruitment period of 13 February 2012 – 8 April and 1st July to 31 August, 2012.

\*\*Includes logo and acknowledgement on relevant La Trobe University websites, and in all promotional articles, newsletters and event listings prior to and after the event.

# Your Career Starts Here Conference

**Tuesday 31<sup>st</sup> July, 2012 - Melbourne campus**

The conference is an exciting new initiative by Student Enrichment's Career Development Centre that will inspire students to think about and prepare for their future careers.

For employers and community organisations, it will provide opportunities to engage directly with students through delivering workshops and through small networking events (including a mini expo).

The conference will feature:

- **Career development workshops** (e.g., resume writing, interviews, applying for graduate programs – presented by industry representatives & careers practitioners)
- **What can I do with my degree?** (presentations and panel sessions featuring industry representatives describing career options /paths)
- **Developing your employability skills** (volunteering, work experience, leadership & mentoring programs)
- Information for international students
- **Small networking events** (employer hosted morning and afternoon teas)
- **Mini expo** (increase your opportunity to engage with students and provide information about your programs)

## Sponsorship opportunities for the Your Career Starts Here Conference<sup>++</sup>

<b>YOUR CAREER STARTS HERE CONFERENCE</b> 31 July 2012, Melbourne Campus	Cost	Basic	Bronze \$750	Silver \$1,000	Gold \$2,000
Promotional materials (e.g., pens, notepads) in delegate kit	–	–	✓	✓	✓
Facilitation of one workshop during conference	–	✓	✓	✓	✓
Exhibit stall	\$500	✓	✓	✓	✓
Networking event (morning or afternoon tea)	\$600	-	-	-	✓
Logo and company profile in conference materials	\$300	-	-	-	✓
Web banner on CareerHub*	\$330 pwk	-	✓ 1 week	✓ 1 week	✓ 2 week
Acknowledgement in all event marketing & communications**	\$330 pwk	-	-	✓	✓

**[4 Gold, 5 Silver, 10 Bronze packages available]**

<sup>++</sup>All sessions have limited availability

\*Web banners for each sponsor will be prioritised to be displayed on CareerHub during the peak recruitment period of 13 February 2012 – 8 April and 1st July to 31 August, 2012.

\*\*Includes logo and acknowledgement on relevant La Trobe University websites, and in all promotional articles, newsletters and event listings prior to and after the event.

# Sponsorship at a glance

Consider upgrading to the Platinum package for exclusive access to all three major events. A limited number of sponsorship packages are available.

<b>YOUR GRADUATE CAREER NETWORKING EVENT</b> 15 March 2012, Melbourne Campus	<b>Cost</b>	<b>Basic</b>	<b>Bronze</b> <b>\$750</b>	<b>Silver</b> <b>\$1,100</b>	<b>Gold</b> <b>\$1,300</b>	<b>Platinum</b> <b>\$5,000</b>
Exhibit stall & presentation	\$500	✓	✓	✓	✓	✓
Web banner on CareerHub*	\$330 pwk		✓ 1 week	✓ 1 week	✓ 2 week	✓
Acknowledgement in all event marketing & communications**	\$380 pwk			✓	✓	✓
<b>YOUR CAREER STARTS HERE CONFERENCE</b> 31 July 2012, Melbourne Campus	<b>Cost</b>	<b>Basic</b>	<b>Bronze</b> <b>\$750</b>	<b>Silver</b> <b>\$1,000</b>	<b>Gold</b> <b>\$2,000</b>	
Promotional materials (e.g., pens, notepads) in delegate kit			✓	✓	✓	✓
Facilitation of one workshop during conference		✓	✓	✓	✓	✓
Exhibit stall	\$500	✓	✓	✓	✓	✓
Networking event (morning or afternoon tea)	\$600				✓	✓
Logo and company profile in conference materials	\$300				✓	✓
Web banner on CareerHub*	\$330 pwk		✓ 1 week	✓ 1 week	✓ 2 week	✓
Acknowledgement in all event marketing & communications**	\$330 pwk			✓	✓	✓
Presentation (5 mins) at conference opening					✓	✓
<b>STUDENT LEADERSHIP CONFERENCE</b> 4 February 2012, Melbourne Campus	<b>Cost</b>	<b>In Kind</b>	<b>Bronze</b> <b>\$300</b>	<b>Silver</b> <b>\$750</b>	<b>Gold</b> <b>\$1,750</b>	
Promotional materials (e.g., pens, notepads) in delegate kit		✓	✓	✓	✓	✓
Facilitation of one Leadership session during conference		✓	✓	✓	✓	✓
Logo and company profile in delegate kit	\$300		✓	✓	✓	✓
Logo and company profile in Leadership Handbook***	\$300			✓	✓	✓
Acknowledgement in all event marketing & communications**	\$300			✓	✓	✓
Lunch sponsor at day 2 of the conference	\$1,000				✓	✓
Presentation (5 mins) at day 2 of the conference	-				✓	✓

(1 Platinum, 4 Gold, 5 Silver, 10 Bronze packages available)

\* Web banners for each sponsor will be prioritised to be displayed on CareerHub during the peak recruitment period of 13 February 2012 – 8 April and 1st July to 31 August, 2012.

\*\*Includes logo and acknowledgement on relevant La Trobe University websites, and in all promotional articles, newsletters and event listings prior to and after the event.

\*\*\* The Leadership Handbook is a used by students in the Infinity Leadership Program throughout the year.

# General marketing

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## Web banner on CareerHub

A web banner is a great way to raise awareness of your employment opportunities. The banners are placed on CareerHub, which is accessed by up to 2500 students per week.

### Features of banner advertising:

- Option to target banner to specific students (by campus or study discipline)
- Campaigns run for one week (Monday through Sunday)
- Unlimited impressions or clicks

### Cost

- \$220 per week
- \$330 per week in the peak graduate peak recruitment period of 13 February 2012 – 8 April and 1st July to 31 August, 2012.

## News item on Careers website & newsletter

Get your message out to students via a news item. You can write a short article (up to 500 words) to promote employment opportunities with your organisation. The article will appear on the Career Development Centre website for one week and will also be included in one edition of the newsletter emailed to students.

News items on our redesigned website (to be launched in February 2012) will appear on the home page which receives over 2000 visits per week. The weekly email newsletter is distributed to over 12,000 students.

### Your news item should include:

- A catchy summary to attract interest from viewers (300 characters including spaces)
- The full article (maximum 500 words)
- One link to your website
- (Optional) One attachment (Word document or PDF only)

### Cost

- \$330 per week in the peak graduate peak recruitment period of 13 February 2012 – 8 April and 1st July to 31 August, 2012.
- \$220 per week at other times

General Marketing	Cost
Web banner on Career Hub - peak period (13 February to 8 April and 1 July to 31 August)	\$ 330
Web banner on Career Hub - other times	\$ 220
News item on Careers website & newsletter - peak period (13 February to 8 April and 1 July to 31 August)	\$ 320
News item on Careers website & newsletter - other times	\$ 220

# To register

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To book any service, please complete the online form available from our website at [www.latrobe.edu.au/careers/](http://www.latrobe.edu.au/careers/)

Alternatively, please speak to one of the contact people listed below.

## Contacts:

For information about on-campus events and marketing options:

### **Val Sandeman**

Manager, Industry & Community Engagement

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### **Maggie Baring**

Projects and Events Officer

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For information about presenting workshops:

### **Jason Brown**

Manager, Career Development Centre

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Email: [jason.brown@latrobe.edu.au](mailto:jason.brown@latrobe.edu.au)

For information about Infinity Leadership Conference:

### **Patricia Brown**

Manager, Student Enrichment Programs

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