



## Engaging your future

A networking and career event for University of Alberta graduate students and professionals

March 28, 2015, 9:00 AM – 5:00 PM  
Edmonton Clinic Health Academy, University of Alberta

Sponsorship package and value proposition

## **ABCampus - Who are we?**

ABCampus is a student group at the U of A focused on providing students with professional and career development as well as entrepreneurial opportunities. Our aim is to connect students with each other, across disciplines, as well as with industry professionals, to help foster relationships on campus and between students and industry. Through collaboration with professionals and students, we hope to support professional and career development of students.

ABCampus envisions a province of post-secondary students who have built lasting relationships and created professional opportunities, and who are aware of all the opportunities available to them.

## **Why do we need this?**

The University training environment is academically focused and is extremely capable of preparing students for pursuing a career in academia. However, a large portion of graduate trainees will not go on to pursue a career in academic research. Our campus needs to provide students with the opportunity to see not only what other career opportunities exist outside of academic research, but also what may lie outside of research all together.

Based on graduate student feedback, the goals of undertaking this conference are:

### Resource and Skill Development

- Provide opportunities to develop and enhance networking skills.
- Expand and promote existing skill sets with an emphasis on transferable skills
- Share, discuss, and provide resources that assist in the job search (ie. gain insight around the Canadian and International job search landscape)

### Career Path Planning

- Provide resources that assist in career planning
- Outline degree-specific steps involved in career planning and acquisition

## **Your involvement – Why is it important?**

Your contribution and support for this event will generate increased awareness of your organization and provide you with the opportunity to interact and connect with bright initiative-taking graduate students. It will also show delegates your organization's commitment to advanced education and career development in Alberta.

## Event Details

This conference will take place on March 28, 2015 at the University of Alberta from 9:00 am - 5:00 pm. The event will closely mirror the format of a research conference. Sessions will be 60 minutes in length and feature 3-4 panelists. Each panelist is invited to give a 5 to 10 minute introduction, after which the session will break-out into smaller group discussions. Small group discussions will be used to promote conversations between speakers and students.

This conference is targeted at University of Alberta graduate students. It will focus on resource and skill development, as well as career path planning. It aims to provide opportunities to develop and enhance networking skills, expand and promote existing skill sets with an emphasis on transferable skills, and to facilitate opportunities to share, discuss, and provide resources that assist in the job search.

## Program Outline

9:00 – 9:30	<b>Introduction and Networking Workshop</b>				
9:30 – 10:30	<b>Resume Skills</b>	<b>Interview Skills</b>	<b>How to Approach Employers</b>	<b>Entrepreneurship</b>	
10:30 – 10:45	<b>Break</b>				
10:45 – 11:45	<b>Getting Out of the Lab:</b> <i>Careers in Government Non-Profit Journalism</i>	<b>Statistics and Computing Science</b>	<b>Consulting for Industry</b>	<b>Practicing Engineering</b> <i>A talk by APEGA representatives</i>	<b>Resume Skills</b>
11:45 – 12:45	<b>Lunch</b>				
12:45 – 13:45	<b>Mechanisms and Optimization</b> <i>Careers in Business Consulting Law</i>	<b>Math</b>	<b>Working in Industry</b> <i>Individual with experience working in both academia and industry</i>	<b>Innovation in Alberta:</b> <i>The long winding road of Entrepreneurship</i>	<b>Interview Skills</b>
13:45 – 14:00	<b>Break</b>				
14:00 – 15:00	<b>The Other Side of the Coin</b> <i>Careers in Industry</i>	<b>Interdisciplinary</b>	<b>Recent Graduates</b>	<b>Careers in product/project management</b>	<b>How to Approach Employers</b>
15:00 – 15:15	<b>Break</b>				
15:15 – 16:15	<b>Exploring Health</b> <i>Careers in Public Health Health Economics</i>	<b>Physics</b>	<b>Community</b>	<b>The right fit for your skills:</b>  <i>Academia or industry?</i>	<b>Entrepreneurship</b>
16:15 – 17:00	<b>Open Networking Session</b>				
<b>Legend</b>	<b>Life Sciences</b>	<b>Physics, Math, Computer Science and Statistics</b>	<b>Agriculture, Food and Nutrition</b>	<b>Engineering</b>	<b>Interdisciplinary</b>

## Sponsorship Levels

Sponsoring the ABCampus Career Forum provides a company the opportunity to **promote interaction and visibility within a highly trained and motivated community**.

Acknowledgements of the sponsors – such as the company’s name and linked logo – will appear on the main website and within in the event program. Additionally, sponsors can become involved by including speakers from their company in related Forum career sessions and the networking opportunities.

Please note that all Sponsorship Levels can be tailor-made to your organization’s specific needs. If you are interested in learning more about sponsorship opportunities, please contact Alexander Suen at [aysuen@ualberta.ca](mailto:aysuen@ualberta.ca) or 780-934-6845.

## Sponsorship Level Summary

Level	Platinum	Gold	Silver	Bronze
Cost	\$2000	\$1000	\$500	\$250
Number available	2	2	3	Unlimited
<b>Signage</b>				
Sponsor logo on welcome banner	x			
Sponsor logo on screen during lunch	x	x		
Sponsor logo on screen during networking session	x	x	x	x
Sponsor log on screen during selected Break out sessions	4 sessions	3 sessions	2 sessions	1 session
<b>Print</b>				
1 page coloured advertisement in Forum Program	x			
Half-page advertisement in Forum Program		x		
Quarter-page advertisement in Forum Program			x	
Logo in Forum program				x
<b>Electronic</b>				
Sponsor logo included on Website	x	x	x	x
Sponsor highlight with 100 word description on website	x	x		
Sponsor name listed on website	x	x	x	x
<b>Delegates</b>				
Speakers to join Break-out sessions and networking sessions	4	3	2	1

## Sponsorship Form

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◇ **Platinum Sponsorship (\$2000)**

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◇ **Silver Sponsorship (\$500)**

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Please send the completed sponsorship form with an enclosed cheque made payable to "ABCampus" and:

1. Mail to:  
ABCampus  
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Room 2-900  
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2. Email Alexander Suen (aysuen@ualberta.ca) to arrange details of your selected sponsorship level.