

# Meet the Employers 2022

## Marketing Pack for Employers

2-23 March 2022

*Connect meaningfully with students and graduates at this virtual speed networking event!*

### Get ahead with your recruiting this peak season and stand out to candidates:

- **Networking Lounge** - speak to up to 7 students at a time and answer questions in an engaging virtual table discussion
- **Live Presentation** - if you're a Presenting Employer you'll be able to deliver your live presentation to all attendees on the virtual stage
- **Booth** - brand your allocated booth space and include quick links to more information and your contact details.
- **Student Contact Details** - you will receive a report post event with insights and student contact details of those students you spoke to and who opted in to share their details with you

### We have a few suggestions to improve the turn out from your university:

1. **Utilise your emails and social media channels prior to the event to promote your attendance** – we have even provided a schedule and example copy below to make things a little easier for you!
2. **Encourage students at the networking lounge to attend your presentation and vice versa** – remind students what time you will be live, and that you'll have representatives at the table throughout the event
3. **Speaking with great candidates?** Make sure to take note of their name and connect with them after the event

## USEFUL BITS AND PIECES

### Event Dates

March 2022	
Wed 2nd	Engineering Day 1
Thurs 3rd	Business Day 1
Wed 9th	Technology Day 1
Thurs 10th	Accounting Day 1
Fri 11th	International Students
Tues 15th	Accounting Day 2
Thurs 17th	Engineering Day 2
Mon 21st	Business Day 2
Tues 22nd	Government & Not for Profit
Wed 23rd	Technology Day 2

Accounting Events proudly sponsored by Chartered Accountants ANZ  
Engineering Events proudly sponsored by Engineers Australia

### Creative Assets

All creative assets can be downloaded [here](#).

### Website

- [au.gradconnection.com/meet-the-employers](https://au.gradconnection.com/meet-the-employers)
- [bit.ly/meet-employers-2022](https://bit.ly/meet-employers-2022)

### Hashtags

#GradConnection  
#MeetTheEmployers

### Social Handles

Account	Social Channel	Handle
GradConnection	Facebook	@GradConnection
	Instagram	@GradConnection
	Twitter	@GradConnection
	LinkedIn	GradConnection

### Schedule

*Meet the Employers* is set to run from 2-23 March 2022, but we'd recommend encouraging students to register early!

Date	Message	Channel	Creative
Monday 7th February	Announcement + Why students should attend	Facebook + Instagram	Post 1
Monday 21st February	Reminder to register	Instagram + Facebook Story	Story
Tuesday 1st March	MTE is on this month!	Facebook + Instagram	Post 2

## SOCIAL POSTS

### Post 1 – Monday 7th February

Creative: <https://www.dropbox.com/sh/g0kmsxnyjkyl134/AAAEovr8fclSmn5N7kaoEK8-a?dl=0>

Interested in joining one of our graduate or internship programs? We're excited to be partnering with @GradConnection to bring you #MeetTheEmployers, a series of exclusive virtual speed networking events running throughout March!

At these events:

- Learn about all the opportunities we have on offer
- Chat directly with us and fellow students at the unique networking lounge feature
- Tune in to live presentations from employers
- Make yourself known to potential recruiters (that's us!) and get a head start in your career journey!

Hosted live on virtual platform Airmeet, attendance is free. Each day is unique to a specific industry and features a diverse range of top graduate employers. Find out when we'll be attending and register here: [bit.ly/meet-employers-2022](https://bit.ly/meet-employers-2022)

### Story 1 – Monday 21st February

Creative: <https://www.dropbox.com/sh/g0kmsxnyjkyl134/AAAEovr8fclSmn5N7kaoEK8-a?dl=0>

## Post 2 – Tuesday 1st March

Creative: <https://www.dropbox.com/sh/g0kmsxnyjkyl134/AAAEovr8fclSmn5N7kaoEK8-a?dl=0>

Don't miss out on the chance to meet us at GradConnection's #MeetTheEmployers virtual networking events this month – registrations are still open!

Hosted live on Airmeet, get a head start in your career by connecting meaningfully with our recruiters. Hear what we have on offer, including internships and graduate programs, as well as network directly with our representatives to ask them your specific questions. No matter what stage of your degree we'd love to get to know you!

Meet the Employers kicks off this week. Find out which industry days we'll be attending and register now: [bit.ly/meet-employers-2022](https://bit.ly/meet-employers-2022)

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*OR replace last paragraph with*

We'll be attending on:

- [**attending date – discipline**] Example: Tuesday 15th March – Accounting Day 2

No matter what stage of your degree we'd love to get to know you!

Register now: [bit.ly/meet-employers-2022](https://bit.ly/meet-employers-2022)