

# Google Ignite



## Career Fair

Find the perfect fit to start your career

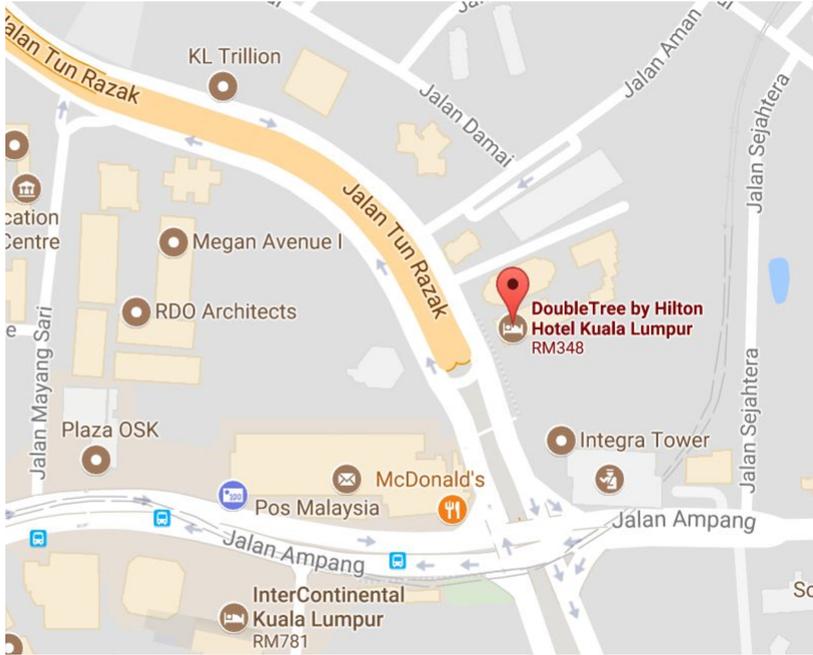
 28<sup>th</sup> October, 10AM - 4PM

 Website: [goo.gl/ewqNvS](https://goo.gl/ewqNvS)

# Overview of Career Fair

<b>Date</b>	28th October 2017, Saturday
<b>Time</b>	10.00AM - 4.00PM
<b>Venue</b>	Grand Ballroom, DoubleTree by Hilton Hotel Kuala Lumpur
<b>Audience</b>	Certified Students from Advertising, Marketing, e-Commerce and Mass Communication courses and are seeking for internship
<b>Objective</b>	To create an engaging platform, allowing employers and students to network, subsequently to provide employers with digital talents for their companies.

# How to get there



## Traveling by Car

Strategically located along Jalan Tun Razak

## Traveling by Train

1. Take the Light Rail Transit (LRT) to Ampang Park LRT Station.
2. Walk along the covered pedestrian bridge towards Intermark Mall

Alternatively, please visit the website for further information :-

[Directions to DoubleTree By Hilton](#)

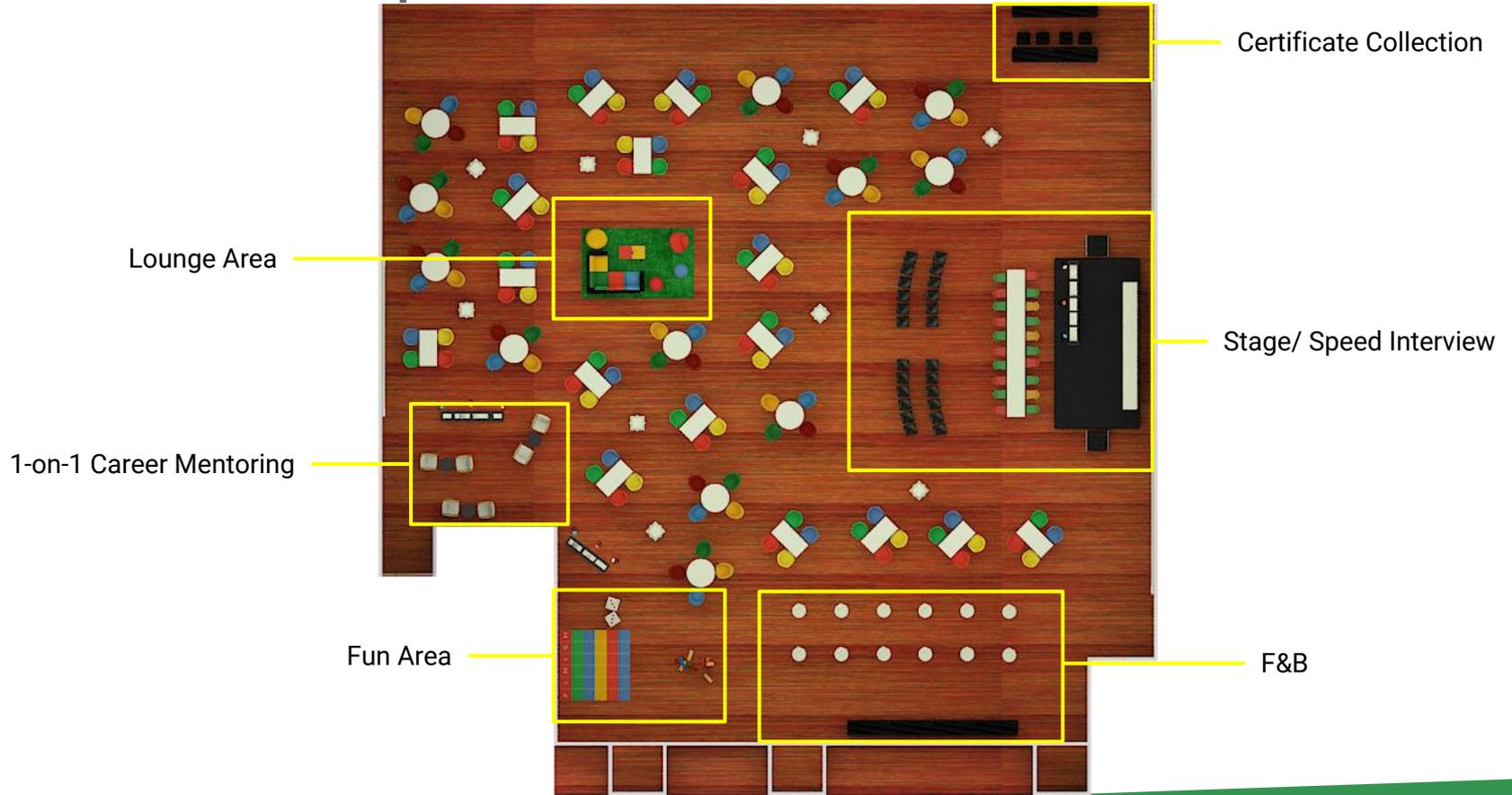


# Agenda

Time	Programme
10.00AM	Door Opens
10.00AM - 10.15AM	Welcome and Brief on the Programme and Employers
11.00AM - 12.00PM	1-on-1 Career Mentoring (3 employer's representatives)
11:00AM - 11:45AM	Speed Interview #1
11:45AM - 12:00PM	Top 5 Students Awards Presentation
12:00PM - 12:15PM	Talk Session #1
12:15PM - 12:30PM	Talk Session #2
12.30PM - 1.30PM	1-on-1 Career Mentoring (3 employer's representatives)
1:15PM - 2:00PM	Speed Interview #2
2:00PM - 2:15PM	Talk Session #3
2:15PM - 2:30PM	University Awards Presentation (3 categories)
2.30PM - 2.45PM	Talk Session #4
2.45PM - 3:30PM	Speed Interview #3
4.00PM	Career Fair Ends

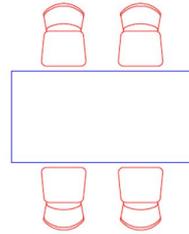
# Overall Floorplan

Proprietary + Confidential



# ||| Suggested Display

Proprietary + Confidential



Area Space : 6ftL x 3ftW

Item included :

- 1unit x table
- 4unit x Chairs
- 1unit x 13amp power point
- 1unit x company branding on cubes  
**(Kindly send logo in AI for printing)**

\*Do not bring pull-up banner

# ||| Career Fair



## **Speed Interview**

An interviewing experience for students to network with potential employers and create opportunity for employer partners to engage with more students.



## **1-on-1 Career Mentoring**

15mins informal chats for students to have a 1-on-1 session with the employers from a wide range of industries and companies to get career insights, industry insights and job search help.

# | Speed Interview

The program is much like the concept of speed dating. The added time crunch adds a level of excitement to the interaction, often inspiring more genuine candidate responses than a regular-length interview.

About 20 students circulate through 10 interviewers, spending 2 minutes per interviewer. Interviewer is required to prioritise the questions to ask each student throughout the event. Interviewers remain seated at the interview tables and the students circulate from one interviewer to the next. A bell sounds to signify when it's time for the student to move to the next interviewer.

At the end of each sessions, students and interviewers are supposed to submit the poll on their ideal employer and candidate respectively. The perfect match will be announced on-the-spot.

The booking for speed interview will be made through Ignite Malaysia prior to the event and any available spots are available for grab on the day.





# | 1-on-1 Career Mentoring

6 mentors from a wide range of industries and companies will be there to give students career guidance in person.

The 15 minutes informal chat is a brilliant opportunity for students to get industry insights, job search help and career assessment.

Each mentor will only have to be at the event for one hour and will be speaking with 4 participants only during the one hour. Each participant can book a 15-minutes time slot to speak with the mentor of their choice through the Ignite website in advance. Student would have a total of 24 slots to book from.

# Register your interest!

# Confirm your spot for the Career Fair

- Register [HERE](#) to confirm your spot at the Career Fair this year (Only 30 booths are available)
- For employers who are interested in taking up one of the four 'Talk Session' available, please provide key information such as the **speaker name, image and designation** from the company. The 'Talk Session' will be happening at the stage area of the venue.
- Employers would need to express your interest by **6 October 2017 (Friday)**

# Register interest to be a Career Mentor

- Register [HERE](#) to express your interest in becoming one of the six career mentors for the Career Fair
- Employers would need to provide key information such as **company name** and **mentor info (name, image and designation)** from the company. The image of the mentor can also be emailed to [aramli@google.com](mailto:aramli@google.com)
- Employers would need to express your interest by **6 October 2017 (Friday)**

# FAQs

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## **What are the employers' roles in Google Ignite 2017?**

By September 2017, there will be a pool of Google AdWords certified university students who will be very eager to join your company as an intern. As their potential employer, it would be best to take on the following tasks:

- Creating a company profile and a job advertisement on Jobstreet website
- Screening candidates' CVs received from the job advertisement
- Recruiting intern/s to help with your digital marketing campaigns
- Reaching an arrangement with the interns regarding their internship start date, duration, roles and remuneration
- Mentoring interns to learn more and excel in digital marketing by providing them meaningful projects to work on
- Providing feedback to Google regarding recruitment, onboarding and results of the internship

## **How much should the interns' salary be?**

As one of the factors the interns will consider important, this will be according to the employer's discretion and standard policies, including the arrangement for employment, benefits, and anything else that will be applicable per the company's practices.

# FAQs

## **What is the internship duration?**

Certified students of the program should be available to begin their internship for at least a 3-month period anytime between October 2017 and around the end of June 2018. Please feel free to discuss this more thoroughly with your most preferred intern candidates and seek the best arrangement for both parties.

## **What are the benefits of hiring from Google Ignite 2017?**

By joining, you will be able to enjoy the following benefits:

- Access to qualified talent pool of individuals primed to help with your digital marketing campaigns
- Gain fresh perspectives, new ideas and creative solutions from young, talented individuals who can start their internship or their first job by October 2017, onwards
- Further establish your presence amongst young hires, nurturing them to potentially join you in the future
- Opportunity to join our exclusive Google Ignite Career Fair in 28th October, allowing you to build your brand amongst university students and even fresh grads

# FAQs

## **For those who opted in: are there any fees to pay for the career fair?**

There will be no fees to join the career fair as the basic booth is fully paid for by Google. But there will be a deposit of RM500/company to ensure that your representative will be staying until the end of the career fair. The deposit will be refunded at the end of the career fair.

It would be best to make some investments on marketing materials and activities to encourage more applicants to approach your booth and make inquiries. Branding materials, collaterals that help interns appreciate your company, small gifts, and of course, the right personnel to answer applicants' questions about their internship experience, the tasks they may potentially be assigned and the company culture will be very important in getting more applications.

THANK YOU.