

WHAT TYPE OF PROGRAMMING IS BEST FOR YOU

EMPLOYER HOSTED EVENTS



WHO IS YOUR TARGET AUDIENCE?

All Students
(All Class Years & Majors)

Specific Students (Select
Class Years, Majors, etc.)

Unsure

WHAT IS YOUR GOAL FOR THE EVENT/PROGRAM?

Increase
Brand
Awareness
on Campus

Actively
Recruit
Open
Positions

Connect
with as
Many
Interested
Students as
Possible /
Build
Pipeline

Connect 1:1
with Target
Audience

Unsure

DO YOU HAVE A BUDGET?

Yes, liberal funds

Yes, limited funds

No

PROGRAMMING IDEAS (ALL OPTIONS ONLY VIRTUAL FOR SPRING 2021)

Career
Conversations /
AMA Session

Site Visit

Project Based
Exercise /
Case Study

Coffee Chats

Connect with
Tufts
Employer
Relations (ER)
team to
strategize
what type of
event might
be the best fit
for you!

Destress
Activity
(Recruiter led
yoga, trivia,
etc.)

Alumni Panel
& Networking
Event

Social Media
Takeover Day

Classroom
Engagement

OTHER CONSIDERATIONS

Is the program
engaging? Is there an
active participation
component?

Is the student facing
description thorough
and intriguing?

How does this
program highlight
organization mission
and ethos?

Did you work with
Tufts ER team to
strategize date and
time?

Is there
programming already
being done that you
can participate in?