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On behalf of Western University, we are pleased to host our hirewesternu VIRTUAL Career Fair in the Fall of 2021. During an unimaginable season of change and resilience, we remain confident that, together, we will achieve a new and better “normal”. We believe Western students and alumni will be essential in this process and can help you continue to succeed and innovate in your industry. They are eager to learn more about your organization and the internship and employment opportunities for which you are hiring. Historically, our Career Fair is well attended, and we work hard to ensure students and alumni are prepared to engage with you in meaningful ways.

What makes Western unique in the facilitation of career fairs? We adopt a framework of key challenges that companies are working to solve. As part of the fair registration process, organizations are asked to identify the key challenges their companies are addressing (e.g., Design the Future of Transportation, Create Sustainable Energy, Help Others Solve Problems). At the same time, students and alumni will be able to complete a digital challenge assessment and identify their top challenges of interest. At the fair, they can search for employers who are working on those challenges and connect with them to learn more. This process reveals an alignment between interests and needs, creating commitment and fulfillment of aspirations for both students and employers. Furthermore, this will result in a larger pool of like-minded candidates and will help you see the value they bring beyond their degree.

After a successful VIRTUAL Career Fair in February, we are inviting you again to interact with our students through our virtual platform, Brazen. I am confident you will meet high achieving, community engaged, global ready, research oriented, and entrepreneurial talent who are ready to contribute to your organization. They are finding their way in this new world of work, and we are grateful you will be there to help guide them.

If you would like to enhance your visibility and increase your brand awareness with Western students, I encourage you to become a sponsor for the hirewesternu VIRTUAL Career Fair. In subsequent pages, you will find a comprehensive sponsorship package that details the key benefits for your organization.

Thank you for choosing Western; we look forward to introducing you to our extraordinary students in September.

Best wishes,

Stephanie Hayne Beatty
Director, Careers & Experience
What is the hirewesternu Virtual Career Fair?

The mission of the Career Fair is to provide an opportunity for Western students to learn about and connect with organizations offering internship and employment opportunities in different industries. This fair attracts students from Western’s 12 faculties and over 200 programs, as well as Western’s highly skilled alumni and community members. Among these, you will find students from:

» Arts & Humanities  » Information & Media Studies  
» Brescia University College  » King’s University College  
» Ivey Business School  » Law  
» Education  » Schulich School of Medicine & Dentistry  
» Engineering  » Don Wright Faculty of Music  
» School of Graduate & Postdoctoral Studies  » Science  
» Health Sciences  » Social Science  
» Huron University College  » Western Continuing Studies

Your participation is an excellent way to build your campus brand, promote your current and upcoming opportunities, and meet potential candidates who will drive the future success of your organization.

This event will be hosted virtually using the Brazen platform. Brazen is a chat-based event platform that allows you to have valuable, scalable conversations with Western students and alumni. Brazen is versatile, convenient, and fun. Some of the features that you will enjoy with this platform are, easy use and customization; video-chat option; post-event report with ratings; booth engagement and resume uploads.

To learn more about Western Talent and how you can recruit from Western, please visit our [website](#).
Why should I sponsor the hirewesternu Virtual Career Fair?

Western has some of the finest academic and co-curricular programming in the country, and our graduates consist of more “Top 40 Under 40” than any other Canadian university. By sponsoring the hirewesternu VIRTUAL Career Fair, you put your company at the forefront for hiring our extraordinary talent.

More specifically, the benefits of being a Fair Sponsor include:

» Networking opportunities with a diverse group of Western students and alumni

» Extensive visibility on our virtual fair platform

» Build your organization’s presence through our social channels

» Participate in additional, premium recruitment activities offered through Careers & Experience
Silver Sponsorship

$900 + HST
(5 opportunities available)

Extensive Event Visibility
» Your organization’s logo (212 x 212 pixels) on the virtual Career Fair landing page for students

Online Recognition
» Promotion on a Western Student Experience branded account that educates students about your organization in relation to career development learning outcomes
» Your organization logo and website on our Facebook event page
» Your organization logo and a sponsor recognition as part of a feature on our website

Recruitment Opportunities
» Arrangement of one information session*

*Sponsor is responsible for contacting the Employer Relations Team at Western University to book their information session: hirewesternu@uwo.ca or 519-661-3619
Daniel Restrepo

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Careers & Experience connects employers with Western’s extraordinary student talent. We work collaboratively with industry and community partners to understand their unique needs and provide recruiting opportunities to match their organization’s goals. With 12 faculties and over 200 programs, Western has the student talent to meet the hiring demands of your organization. Start building your Western talent pipeline and hirewesternu!