

Company Presentation Tips

The MIT students you can expect to meet at your session are a captive audience as their attendance confirms they are already interested in your company; therefore students are typically motivated to do research beforehand and are very attentive during the actual presentation. These students will often visit your website for more information prior to your presentation, so it is up to you to use your presentation time to **interact**, **network** and **emphasize** what your organization has to offer them. Here are some tips on how to gain the most out of your information session at MIT:

Presentation Format

- **Interactive Presentation:** Make your presentation as creative and engaging as possible. A straightforward PowerPoint or Prezi is not as appealing to students as an opportunity to interact with you and others in the form of a game, contest or group activity. Think outside the box!
- **Limit Slides:** If using a PowerPoint, limit the number of slides and keep text to a minimum.
- **Student Questions:** If doing a formal presentation, keep it short (perhaps 20 to 40 minutes) to allow time at the end for students to ask questions and practice networking.
- **MIT Alumni:** Include MIT alumni—both recent graduates and senior staff—as much as possible. Students respond well to listening to the experiences of individuals, so profile employees with the details of their career path since graduation.
- **Food and Handouts:** Food and company handouts (pamphlets, brochures, T-Shirts, water bottles, etc.) always attract students and can increase the number of students you reach on campus.

Presentation Content

- **Company Overview and Culture:** Share a brief overview of your company as well as how your company fits in your broader industry. In addition, students are interested in learning about culture at different companies, so be sure to include that!
- **Types of Positions:** Indicate the different levels that students can be hired at and what you are recruiting for. Students will typically be interested in new graduate positions and internship programs
- **Skills Sought:** Specify what your company looks for in graduates, including the skills that are in demand in your organization. Explain what students can do to help stand out in the applicant pool and prepare for the recruitment process.
- **Recruitment and Interview Process:** Specify the timeline for recruitment, including important events on campus, application deadlines, and when offers are made. Provide an overview of the types of interviews students can expect.
- **International Opportunities:** MIT has a number of international students, especially at the graduate level. Include whether you hire international students and what roles they might take within your organization
- **Future of Company:** Consider that students may be interested in the expected growth trajectory within your company and within the industry. Including some quick data can be useful!

Before & After

BEFORE

- Advertise your event to the MIT community. Ideas and instructions are available on our website: <https://gecd.mit.edu/employers/plan/advertise>
- Send information about your session to you campus contacts and student groups
- Post a position from your company onto CareerBridge, GECD's job database. Instructions are available on our website: https://gecd.mit.edu/employers/post_job
- Schedule a time to meet with GECD Employer Relations to discuss your on-campus recruiting strategy. Email careerbridge@mit.edu.

DAY OF

- Plan to arrive 15-20 minutes before your presentation for set up
- Plan to start 5-10 minutes late to give students time to arrive from class and athletic activities
- Arrange food and handouts outside the classroom or near the entrance to draw students into your event
- Keep presentation materials on a USB for easy set-up
- Track student attendance through a sign-up sheet

AFTER

- Follow up with students after your presentation via email; students love to hear from you!
- Let GECD Employer Relations know how your visit went and how else we can assist you in your recruiting