Guide for study programmes and study associations for organising a:

Career Event/Career Day/Job market information session

This guide is intended for anyone who wants to organise a career day, job market, or information session focused on career opportunities. It provides an overview of the key aspects to consider when planning and organising such an event.
The career advisor from the Humanities Career Service can offer guidance and support for all types of career-related activities. In addition, the alumni coordinator from the Communication and Marketing department can advise on promotional strategies and may be able to assist by reaching out to alumni.

What is a Career Day organised by the study programme or study association about?

- giving specific information concerning the bachelor's or master's programme
- inviting alumni specifically from this study programme, specialists/generalists from different branches
- inviting employers linked to the field of the study programme
- orienting on career options after completing the study programme
- building/increasing contacts for internship and job opportunities

How can the Humanities Career Service and the alumni coordinator help you when you organize a career day/job market information session?

- **Format and content:** the career advisor will help think about the format and content of the programme
- **Give a workshop / presentation:** Upon request the career advisor can give a presentation or workshop on recent job market surveys, passion, skills, CVs, analysing job advertisements, job market orientation, job applications, etc.
- **Network contacts**:
  -We are in contact with various employers and internship options
  -In addition, we also have access to the Humanities alumni database. In this database you can find out where alumni of your study programme are working, so that you can invite suitable alumni
- **Share job market statistics:**
  We can provide further insights based on recent data from job market survey on alumni from a specific study programme
- **Promotion:**
  We can promote your event through the Career Service's communication channels, while the alumni coordinator can support promotion through the faculty's channels, including the website, LinkedIn, Instagram, and other platforms
- **Don't hesitate to contact us**:

Career Advisors Humanities Career Service:
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Career SERVICE
Geesteswetenschappen

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Career SERVICE
Geesteswetenschappen

Tips for organising a Career Day/Job market information session

1. Include various parties:

- own lecturers
- study advisor/coordinator of studies
- career advisor from the Humanities Career Service
- alumni (association) and study association
- alumni coordinator from the Faculty of Humanities
- fellow students
- student ambassadors Career Service

2. Inviting guest speakers; alumni and employers

- You can find enthusiastic alumni/companies via the Career Service
- Make sure that when you invite speakers to have enough variation;
  -different jobs (general: editor, researcher, lecturer, policy advisor, communication advisor and 1 specialism to do with the study programme)
  -different branches (government and other non-profit organisations, business/industry)
  -different ages (from just starting out to people in their thirties)
- This way you can cater to all students.
- If desired you can ask the career advisors for advice on the job market

3. Pitch at a company: make sure to have your pitch ready when you are going to contact alumni/companies

- Briefly explain who you are, your position and that you are calling on behalf of the study programme X at Leiden University. Explain what you are organising and how this benefits the company
- Why is it interesting for the company to take part?
- Name specific companies and people who already agreed to taking part. Drop names!
- Mention what makes study programme X and its students special
- Give a couple of general benefits:
  -Talent scouting. Students and companies get to know each other. Good students can be invited to submit a job application. Explain that Humanities students have excellent academic skills, they are very good at analysing, communicating, etc.
  -It's fun to take part and students really appreciate it, which improves the image of the company
- Phrase your question clearly: are you looking for speakers/workshop leaders? Are you looking for sponsoring? Which amount and for what exactly? How much time does the company have to invest? Always mention the benefits for the companies (what's in it for them)
- Summarise your pitch. Briefly mention the most important points and end with a bang
- A sentence that people will remember

4. Practical matters and budget

- Get gifts for the speakers
- Start with the organisation at least two months before the event because of promotion etc.
- Let the Career Service and alumni coordinator know in good time that you are organising this event
- Draw up a mini PR-plan (you could ask for advice from the communication department)
- Reserve a room/rooms via Zalenbeheer: Zalenbeheer@UFB.leidenuniv.nl
- Ask Career Service for budget possibilities and submit a whole *detailed* budget plan in advance to careerservice@hum.leidenuniv.nl
- For the organisation and budget for an *alumni event* please contact the alumni coordinator

Classified as Internal | Intern