



HEC MONTRÉAL

Career
Management
Services

IMPORTANT STEPS FOR PREPARING YOUR PRESENTATION

July 7th, 2021



A strong performance on campus will help you engage and stand out within the HEC student community and hopefully find the right candidate for you.

Here are some best practices:

- attend one of our events to promote your career opportunities within your organization
- Offer scholarships and corporate donations in your name
- Get involved with student associations' events, such as competitions, and campus activities
- Develop long-term relationships with [the Career Management Services](#) representative for early access to exclusive events. Be the first to know contacting us at talents@hec.ca.



IMPORTANT STEPS FOR PREPARING YOUR PRESENTATION

1. Establish a strong brand image

Remember that your positioning and interactions influence your company's image:

- Students make important decisions based on their interactions with your representatives and company's culture. Get prepared when engaging on-campus!
- Don't hold a pre-recruitment meeting if you don't have a job available. Opt for networking events
- Clearly explain to students the purpose of your presence on campus.

2. Date selection and logistics

- Consider the students' schedule and constraints by consulting with the Career Management Services team (i.e., schedule, location, etc.)
- Express your needs clearly to the Career Management Services team
- Space is limited. Please book early
- Be sure to identify your target audience
- Provide us with the appropriate information to promote your event to the proper audience
- Provide us with your job openings in advance
- Provide us with your requirements in advance so we can prepare students (CV, etc.).

3. On-campus presence

- If you've hired an HEC Montreal graduate, bring them along! Students love to relate
- A senior executive (preferably someone who can connect with students) that is comfortable answering some tough questions
- Bring at least one person from the human resources department and one operations manager



4. Content and presentation

- Duration: plan approximately 20-40 minutes for a presentation on your company and your job/internship opportunities and a second part for questions or networking period
- Break down your presentation (i.e. audiovisual, quiz, multiple speakers, exercises, interactions, etc.)
- Provide relevant handouts:
 - Simple handouts; Refer to the website
 - Information on how to apply
 - Avoid general promotional material about the company, the more specific the better
- Content: good facilitation techniques are essential
 - Bring your culture to life!
 - Be transparent: don't give false hopes
 - A clear and precise message is essential (i.e., the purpose of your presentation)
 - New and/or hard to find information (i.e., multiple offices, divisions, roles, etc.)
 - What are you looking for in a candidate (i.e., what kind of employee do you want?)
 - Clearly state the positions to be filled to stimulate students' interest - the number of attendees directly depends on your openings
 - The selection process and important dates



5. Expectations of our student community

- They want to know all options
- They are looking for a job that matches their profile
- They want to know how they will grow and learn in your organisation
- They are seeking to find a work environment that is compatible with their interests, values and abilities
- They are motivated by challenges and responsibilities!

6. Internships, supervised projects, jobs

- Allow at least one week for a student to decide on a job offer
- Excessive pressure can often lead to a premature decision that is not, in most cases, in their best interest nor yours
- Advise a student in writing of the important elements of a job offer to avoid misunderstandings
- Never encourage a student to default on a job offer with another employer
- If, for any reason, you need to withdraw a job offer already made to a student, contact us as soon as possible
- Inform candidates of the status of their application during the selection process