



## UCLA ANDERSON MSBA RECRUITING AND PRESENTATION EVENTS

Thank you for your interest in hosting an event for our students on campus. **As a first step, be sure you have completed the [UCLA MSBA Recruiting Event Form](#)**, which will provide us with your date and time preferences, presentation description, and other key information.

**Note: Events can be virtual or in-person, in accordance with the latest LA County Dept. of Public Health guidelines.**

The following information will help you plan a successful visit.

### Who should present

Students benefit from meeting recruiters and analytics practitioners who can showcase the data-driven work happening at your organization. Anderson and UCLA alumni are always enthusiastically received by our students!

### Where you'll be

**Virtual events** are held in a Zoom meeting that we will generate and co-host with you. If you have a different preferred virtual meeting provider, please let us know. We will have the ability to send students into breakout rooms with your staff for more intimate networking after the presentation.

**In-person events**, if allowable, will be in one of our state-of-the-art classrooms (see photo) with full A.V. functionality.

We also record these sessions for our password-protected career resources library. *Please advise if you do not wish to be recorded.*

### Structuring your presentation

The most engaging and beneficial presentations typically last 90 minutes (45-60 minutes of presentation + networking breakouts), are interactive (ask them questions!), and contain the following elements:

- Company overview and the role of analytics in the organization
- Deep dive into one or more analytics business cases
- Overview of the internship and full time recruiting process and any available relevant roles
- Formal question and answer session
- Informal conversation and questions in breakout rooms
- Bonus: bring a brief data challenge for students to work on mid-session!

### How many students will you see?

This depends on timing and your targets. We will confirm the number with you two days before the event.

- If you are here in the fall and wish to meet December grads (full time seekers) and new students (internship seekers), you will likely see 70-90 students.
- From January-June, you will meet only internship-seeking students (although you may recruit them for full time roles as well—they can join you at the end of the year after graduation). The sooner you come, the more students you are likely to meet. Count on 20-40 students.

### What to bring

- Presentation on laptop or thumb drive (always good to have a thumb drive backup).
- SWAG—can be mailed in advance, if you prefer (see below)

### Consider a giveaway for virtual events!

Since we won't be able to lure students with a free lunch or provide swag, consider promoting your event with the promise of a gift card drawing or other giveaways you can easily send to winners.

## **Catering**

We have made special arrangements with our preferred caterers that will allow you to interact directly with them to place your orders and make payment. Each caterer's contact information, as well as their menu information, is listed below. Please contact one of these caterers at least a week before your event to place your orders. (You are welcome to use a caterer not on this list, but please ensure they have familiarity with the UCLA Anderson campus.)

## **Additional questions?**

Let us know! Our student worker, Justin Lin, and I are here to make your recruiting experience a smooth, enjoyable, and effective one.

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*Thank you. We look forward to seeing you soon!*