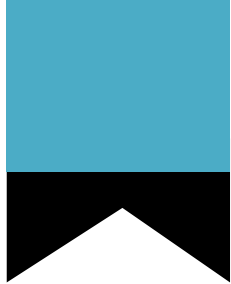


UNIVERSITY CALENDAR FOR BRAZEN EVENTS

HIGHER ED

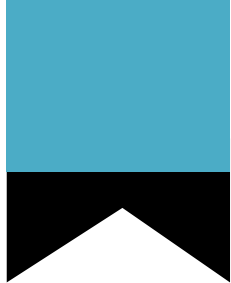




What to Expect

We all know the importance of planning ahead. This calendar is meant to provide event examples based around the major events your university community faces throughout the year.

From the New Year to admissions and back to school, this calendar has event inspiration, event name ideas, and booth breakdowns. Flip through and see what inspires you!



Event Key

Calendar events are color-coded by target participants (students, alumni or prospective students) and university department (career services, alumni services or admissions).

Student/
Career Services

Alumni/
Alumni Services

Prospective
Students/
Admissions

January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6 Alumni Networking	7
8	9	10	11	12	13	14
15	16	17	18 Student Career Development	19	20	21
22	23 Admissions Event for EA Applicants	24	25	26	27 Admitted Grad Student Info Session	28
29	30	31				

January

Student Career Development

With the start of the new year and semester, hold career development events for students that focus on new beginnings.

Title: New Year, New Resume - Get Resume Help from Career Services

RESOLUTIONS

1.

2.

3.

Booth Breakdown:

New Years
Goals/Resolutions

Resume Review

Career Services
General Q&A

January

Alumni Networking

With the start of the new year and semester, hold networking events for alumni that focus on new beginnings.

***Title: New Year, New You - Network with Other
Brazen University Alumni***



Booth Breakdown:

New Years
Goals/Resolutions

New Beginnings

Industry 1
(Marketing)

Industry 2
(Finance)

January

Admissions Event -
Early Decision Applicants

With early action applicants admitted in December, hold an admissions event for your accepted students to increase your yield. Invite current students and professors to attend and engage with accepted students.

***Title: Chat with Professors & Students of
Brazen University***



Booth Breakdown:

Professor 1
(Dr. Steve Nicks)

Professor 2
(Dr. Maura Williams)

Chat with Current
Students

Chat with
Admissions

January

Admitted Grad Student Info Session

Similar to the undergraduate information session, hold an information session for accepted graduate students. Hold large events for all programs, or smaller events to be more specific.

Title: School of Medicine - Admitted Graduate Student Information Session



Booth Breakdown:

Academics

Work/Life
Balance

City Life

Speak with
Admissions

February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7 Career Advice with Experts	8	9	10	11
12	13	14	15	16 Alumni/ Student Professional Networking	17	18
19	20	21 Diversity Event	22	23	24	25
26	27	28				

February

Career Advice with Experts

Current students often begin their summer internship and job search in February, although these events can be held on a weekly basis throughout the job search season. Similar to walk-in office hours, these chats are there for whenever students need expert advice.

Title: Career Advice with Career Coach Mike Samuel



Booth Breakdown

Featured Expert 1:
[Finding Career
Passion]

Featured Expert 2:
[Work/Life Balance]

Chat with Career
Services

Open Networking

February

Alumni/Student Professional Networking

In February, current students often kick their summer internship and job search into high gear. Host events that allow students to connect with alumni who work at companies your students may be interested in.

Title: Get Hired: Chat with Alumni from Brazen University



Booth Breakdown by Alumni:

Alumnus 1 - Company 1
(Mike Fisher – ABC
Company)

Alumnus 2 - Company 2
(Carrie Schmidt – XYZ
Sales)

Alumnus 3 - Company 3
(Tom Newbank – 123
Consulting)

February

Diversity Event

February is Black History month. Host events for your alumni of color workforce. Break down your discussion booths by discussion topics and include an open networking booth so your alumni can connect with one another.

Title: Speed Networking: Alumni of Color



Booth Breakdown:

Industry 1
(Nonprofits)

Industry 2
(Education)

Diversity Initiatives:
Get Involved

Open Networking

March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Interview Prep	2	3	4
5	6	7		9	10	11
12	13 Alumni Mentoring	14	15 Interview Prep	16	17 Women's Networking	18
19	20	21	22	23	24	25
26	27 Financial Aid & Affordability	28	29	30	31	

March

Interview Prep

Host interview-themed events during the job search season that will allow students to prepare for certain types or interviews.

Title: Prep for Your Interview with Career Services



Booth Breakdown:

Behavioral
Interviews

Case Study
Interviews

Interview Prep
by Industry

General
Interview Prep

March

Alumni/Student Mentoring

Help your students forge connections with alumni, and vice versa, by inviting alumni experts in various industries or companies to participate in mentoring sessions.

Title: One-Hour Mentoring with Alumni; Virtual Mentoring with Professionals from [Marketing, ABC Company]



Booth Breakdown by Industry:

**Industry 1
(Sales)**

**Industry 2
(Communications)**

**Industry 3
(Engineering)**

Booth Breakdown by Alumni:

**Alumnus 1
(Tom Whistler)**

**Alumnus 2
(Laura Stein)**

**Alumnus 3
(Jose Gonzales)**

March

Women's Networking

March is Women's History Month. Host a networking event targeting your female alumni and provide opportunities throughout the year for your female alumni to connect with one another.

Title: One Hour Networking: Women of Brazen University



Booth Breakdown by Region:

Northeast
(NY, NJ, MA)

South
(TX, DC VA, MD)

West
(CA, CO, AZ)

General
Networking

Booth Breakdown by Industry:

Industry 1
(Business)

Industry 2
(Technology)

Industry 3
(Public Health)

General
Networking

April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Student/ Prospective Student Mentoring	4	5	6	7 Career Fair for Graduating Seniors	8
9	10	11	12	13	14	15
16	17	18	19	20	21 Admitted Student Info Session	22
23/30	24	25	26 Admitted Grad Student Info Session	27	28	29

April

Student/Prospective Student
Mentoring

April means admissions letters have been sent out, and it's the final push to woo potential students. Hold mentoring hours where current students can chat with prospective students about campus life and academics.

***Title:* Chat with Current Students at Brazen University**



Booth Breakdown:

Welcome Room

Living on Campus

Intramural Sports &
Clubs

Academics

April

Admitted Student Info Session

Take your information session for admitted students online, inviting both early decision and regular decision applicants. Give them the opportunity to chat with current student, faculty, advisors and future classmates.

Title: Admitted Student Information Session



Booth Breakdown:

Campus Life

Clubs/
Organizations

Department 1 -
Chat with Faculty
(Science)

Department 2 -
Chat with Faculty
(Foreign Languages)

April

Admitted Grad School Info Session

Take your information session for admitted graduate students online, so that they can get the same information and have the opportunity to ask questions.

***Title: Graduate School Online Information Session for
Admitted Students***



Booth Breakdown:

Academics

Work/Life
Balance

City Life

Speak with
Admissions

April

Career Fair for Graduating Seniors

With graduation just around the corner, help out soon-to-be graduates by hosting a career fair to help them explore potential career opportunities.

Title: Career Fair for Graduating Seniors



Booth Breakdown by Region:

Northeast
(NY, NJ, MA)

South
(TX, DC VA, MD)

West
(CA, CO, AZ)

General
Networking

Booth Breakdown by Industry:

Industry 1
(Business)

Industry 2
(Technology)

Industry 3
(Public Health)

General
Networking

May

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5 Financial Aid & Affordability	6
7	8 Alumni Mentoring	9	10	11	12	13
14	15	16	17	18	19	20
21	22 Young Alumni Networking	23	24	25	26	27
28	29	30	31			

May

Financial Aid & Affordability

With the Regular Decision admissions season coming to a close, invite parents of admitted students to chat about finances.

Title: Chat with Admissions about Financial Aid



Booth Breakdown:

In-State Students

Out-of-State
Students

Scholarships

General Admissions
Q&A

May

Alumni Mentoring

Connect more experienced alumni with younger alumni who are just beginning to build their networks.

Title: Share Career Advice with Alumni of the Last Decade



Booth Breakdown:

Industry 1
(Marketing)

Industry 2
(Business)

Industry 3
(Technology)

Open Networking

May

Young Alumni Networking

Host events that allow your alumni to connect with alumni and recent graduates who who live or are moving to a new city.

Title: Recent Graduates: Connect with Other Brazen University Relocating Cross-Country



Booth Breakdown:

Northeast
(NY, NJ, MA)

South
(TX, DC VA, MD)

West
(CA, CO, AZ)

June

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6 Reconnect With Alumni	7	8	9 Send-Off Party	10
11	12 Pre Reunion Networking	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27 Alumni Professional Networking	28	29	30	

June

Send-Off Party

With high school graduations coming to a close, get your incoming freshmen excited for the school year with virtual send-off parties. Connect them with future classmates in their region before they get to campus.

Title: Send-Off Party: Connect with the Incoming Freshman Class



Booth Breakdown:

Northeast
(NY, NJ, MA)

South
(TX, DC VA, MD)

West
(CA, CO, AZ)

General
Networking

June

Reconnect with Alumni

Your students may be on break, but your alumni aren't! Do your alumni a favor by continuing to hold networking events on a regular basis that reconnect them with old classmates.

Title: Reconnect with Brazen Alumni



Booth Breakdown:

Class of
? - 2000

Class of
2000-2010

Class of
2010-2016

Open
Networking

June

Pre Reunion Networking

Class reunions are often held in the early in the summer. Build excitement for your reunions by offering pre reunion festivities online.

Title: Class of 2006: Pre Reunion Networking



Booth Breakdown:

Open
Networking

Global Alumni

What are you most
looking forward to
at reunion?

Favorite campus
memory

July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4 Alumni Professional Networking	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21 Class of 2021 Chat	22
23/30	24/31	25	26	27	28	29

July

Alumni Professional Networking

Your students may be on break, but your alumni aren't!
Do your alumni a favor by continuing to hold networking events on a regular basis.

Title: Chat with Alumni in the Marketing Industry ;
Chat with Alumni in the Northeast Region



Booth Breakdown:

General Networking

Industry 1
(Public Health)

Industry 2
(Finance)

Industry 2
(Social Work)

Booth Breakdown:

Northeast
(NY, NJ, MA)

South
(TX, DC VA, MD)

West
(CA, CO, AZ)

July

Class of 2021 Online Chat

Mid-summer, offer support to your new students by holding online chats just for them. Help increase your retention rates by allowing them to chat with Student Affairs, meet the Dean, and connect with fellow students before move-in day.

Title: Class of 2021 Online Chat



Booth Breakdown:

Chat with Student Affairs

Meet the Dean of
Academic Affairs

Chat with Fellow
Students

August

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Prospective Student Event	2	3	4	5
6	7	8	9 New Student Career Development	10	11	12
13	14	15	16	17 Parent Networking	18	19
20	21	22	23	24	25	26
27	28 Alumni Networking	29	31	31		

August

Prospective Student Event

The month of August kicks off with the Common App going live. Start to engage prospective students by hosting events with your admissions team. Entice them to learn about your school and apply!

Title: Learn About Brazen University; Chat with Admissions Team



Booth Breakdown:

Academics

Admissions

Campus Life

Chat with a Current
Student

August

New Student Development

With the end of the summer comes the start of the new semester and school year. Schedule online programming for your new students to help them begin their professional development from day one. Invite professors as experts from different departments to further engage students.

Title: Chat with Career Services About Majors/Careers



Booth Breakdown:

Discover Your Major

Chat With Professor from
[Science] Department

Chat with Career Services

August

Parent Networking

As college freshmen move into their dorms, parents want to feel involved and secure. Offer online opportunities for them to meet and network with other parents as well as career services so that they feel involved from early on.

Title: Online Parent Chat



Booth Breakdown:

Academics

Career Services

General Networking

August

Alumni Networking

Continue offering ways for alumni to meet and connect! Themed events and titles can help garner interest, so don't be afraid to spice it up to keep your alumni engaged.

Title: Alumni Networking: Connect from the Beach!



Booth Breakdown by Industry:

**Industry 1
(Consulting)**

**Industry 2
(Psychology)**

**Industry 3
(Science)**

**Industry 4
(Engineering)**

Booth Breakdown by Region:

**Northeast
(NY, NJ, MA)**

**South
(TX, DC VA, MD)**

**West
(CA, CO, AZ)**

September

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 Admissions Office Hours	5	6	7 Resume/ LinkedIn Reviews	8	9
10	11 Admissions Office Hours	12	13	14 Resume/ LinkedIn Reviews	15	16
17	18 Admissions Office Hours	19	20 Alumni Career Advice	21 Resume/ LinkedIn Reviews	22	23
24	25 Admissions Office Hours	26	27	28 Resume/ LinkedIn Reviews	29	30

September

Admissions Office Hours

September is a pivotal month in admissions season. Increase transparency about the process by holding weekly office hours for potential students to attend and ask questions.

Title: Chat with the University Admissions Team or University Students



Booth Breakdown:

Campus Life

Academics

Application
Questions

Chat with the Dean of
Admissions

September

Re-Entering the Workforce: Career Advice

Host events for alumni who are re-entering the workforce. Break down your discussion booths by discussion topics and include an open networking booth so your alumni can connect with one another.

Title: Re-entering the Workforce: Career Advice



Booth Breakdown:

Work/Life Balance

Negotiating an Offer

Job Opportunities

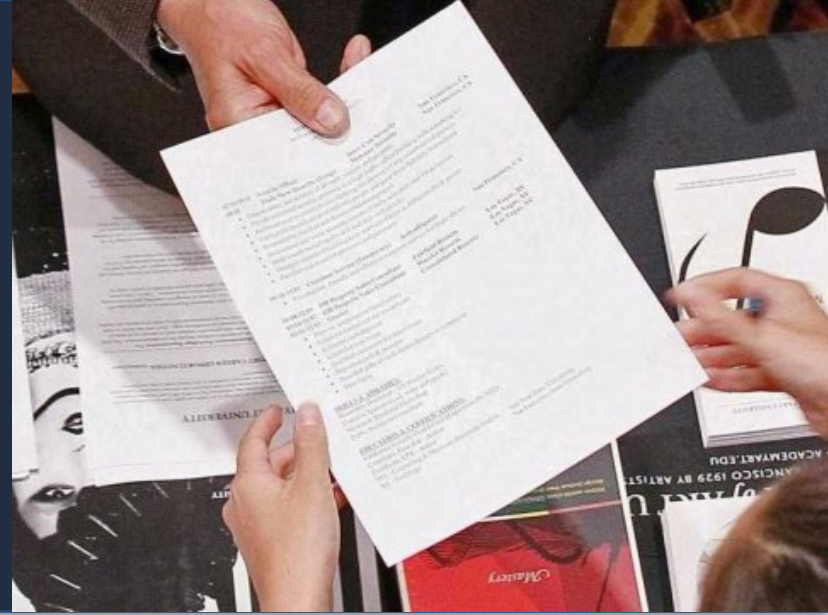
Open Networking

September

Resume/LinkedIn Reviews

As the job and summer internship search amps up, host events with your team to consult students on their resumes and LinkedIn profiles.

Title: Resume/LinkedIn Review with Career Services



Booth Breakdown:

Resume Review:
[Technology]

Resume Review:
[Engineering]

Career Advice from Your
Peers

October

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Admissions Open House	3	4	5	6	7
8	9	10 Career Services Office Hours	11	12	13	14
15	16 Admissions Open House	17	18	19	20 Employer Open House	21
22	23	24 Career Services Office Hours	25	26 Pre-Homecoming Networking	27	28
29	30	31				

October

Admissions Open House

Target specific groups of prospective students with dedicated open houses. Host events for high school students interested in STEM, fine arts, or other academic disciplines to give them more information on what your school has to offer.

Title: Open House: [STEM, Fine Arts, Humanities]



Booth Breakdown:

STEM

Fine Arts

Humanities

October

Career Services Office Hours

In addition to your in-person career services, host online office hours to aid with specific questions students may have while filling out job applications or during their job search.

***Title:* Online Career Services Office Hours; Quick Question with Career Services**



Booth Breakdown:

Chat with Career Services:
Quick Questions

Chat with Career Services:
Application Help

Chat with Career Services:
Job Search

October

Employer Open House

Employer Open House

Host an employer open house during the job search season that gives students and alumni the chance to speak directly with recruiters from one company. Break down booths by company departments.

Title: Open House - Chat with Recruiters from Brazen



Booth Breakdown:

Careers in
[Communications]

Careers in
[Human Resources]

Careers in
[Finance]

October

Networking Pre Homecoming Weekend

Amidst the excitement of football games, class reunions, and school pride, your global alumni can feel left in the dust. To ensure this doesn't happen, plan networking events around your homecoming schedule that include your global alumni who can't attend the festivities in-person.

Title: A Pre-Homecoming Online Happy Hour



Booth Breakdown:

College of
[Engineering]

College of
[Business]

College of
[Liberal Arts]

Homecoming:
Open Networking

November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6 Career Fair Prep	7 Alumni/ Student Networking	8	9	10 Online Career Fair	11
12	13	14	15	16	17	18
19	20	21	22	23	24 Grad School Fair	25
26	27	28	29 Alumni Professional Networking	30		

November

Alumni/Student Networking

Alumni/Student Networking

Heading into November, many students are starting to think about summer internships and post-graduation plans. Help them begin to develop their network with designated chats between students and alumni.

Title: Alumni and Current Students - Career Chats



Booth Breakdown:

Industry 1
(Academia)

Industry 2
(Medicine)

Industry 3
(Law)

November

Student Career Fair Prep

Current students often begin their summer internship and job search in February. Host events that allow students on campus to prepare for career fairs.

Title: Career Fair Prep



Booth Breakdown 1:

Interview Prep

Resume Review

What Questions to
Prepare

Career Fair
Strategy

November

Career Fair

Take fall recruiting online with virtual career fairs. This is a great way to engage employers who can't attend in-person, as well as students who may have conflicts with your in-person career fair.

Title: Career Fair



Booth Breakdown:

Employer 1
(ABC Company)

Employer 2
(XYZ Sales)

Employer 3
(123 Company)

Booth Breakdown:

Industry 1
(Marketing)

Industry 2
(Law)

Industry 3
(Public Health)

November

Graduate School Fair

With the fall semester winding down, help out graduating seniors by hosting an online graduate school fair featuring various programs.

Title: Graduate School Fair for Graduating Seniors



Booth Breakdown:

Graduate Program 1
(Law University 123)

Graduate Program 2
(ABC School of Policy)

Graduate Program 3
(ZYZ School of
Journalism)

November

Alumni Professional Networking

Continue hosting targeted events for your alumni throughout the fall. This may coincide with the homecoming season, so keep your global alumni involved despite their distance.

Title: Chat with Global Alumni in the Finance Industry
Chat with Alumni in Around the Country



Booth Breakdown:

General
Networking

Trends in
[Marketing]

Specialty in
[Digital Marketing]

Specialty in
[Consumer Insights]

Booth Breakdown:

Northeast
(NY, NJ, MA)

South
(TX, DC VA, MD)

West
(CA, CO, AZ)

December

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 Holiday Networking Hour	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22 RD Admitted Student Info Session	23
24/31	25	26	27	28	29	30

December

Holiday Networking Hour

With all the hubbub of the holiday festivities, make sure your alumni keep their alma mater top of mind. You may not be able to serve up a roasted turkey or homemade eggnog, but you can guarantee meaningful conversations and connections!

Title: Holiday Networking Hour with Brazen Alumni



Booth Breakdown:

General
Networking

Holiday Destination

Favorite Holiday
Memory on Campus

Young Alumni

December

Admissions Event -
Regular Decision Applicants

With regular decision applications due this month, hold an admissions event for regular decision candidates to increase your yield. Invite current students and professors to attend and engage with applicants.

Title: Chat with Professors & Students of Brazen University



Booth Breakdown:

Professor 1
(Professor Stuart)

Professor 2
(Professor Right)

Chat with Current
Students

Chat with
Admissions