**Overview**:

Career services offices across the country have found a high level of student engagement and successful placements at reverse-fairs – events designed to invert the typical paradigm and afford students the opportunity to be the focal point: to table and have employers or other community partners approach *them*. Students are vetted in advance and trained to be the ultimate professionals, and employers are alerted to the caliber of talent available to them at the reverse career fair. This powerful shift significantly increases the odds of students obtaining internship and full-time opportunities.

**Goals:**

1. To create a heightened probability of a select [insert ideal number of finalists here] students obtaining internships and/or full-time jobs by inviting employers based on the student finalists’ career interests. Students will be vetted and trained in advance of the reverse career fair by [name interviewers].
   1. [Consider also providing video conferencing options for online students.]
2. To offer attending employers a valuable selection of students who are prepared for and ready to commit to employment opportunities.
3. To continually market and publicize the event series in coordination with [name marketing/communications leads].
   1. [Consider holding information sessions the semester before the event.]

**Plan (Designed for Fall Semester):**

* **May:** Budget and all event logistics finalized; marketing and communications finalized, including all online and physical collateral for both students and employers
* **June:** Open student applications and employer RSVPs
* **July:** Purchase supplies
* **August/Early September:** Full push for student applications; remind employers
* **Mid- and Late September:** Screen applicants; decide finalists; invite employers
* **October:** Train finalists and purchase additional supplies as needed, including business cards; full push for employer RSVPs
* **November:** Last-minute reminders and the main event
* **Late November/December:** Run data and report findings

**Budget Needs:**

In order to successfully fund this event, a total of approximately $XXXX is required.

This funding allows for [name all parts of the budget requirement, including but not limited to the event itself, student supplies (including business cards), venue rental, food, etc.].

**Benefits/Cost Effectiveness:**

* **[Name of Budget Item]:** [Description of how this item helps execute and/or enhance the event.]