

**UBT**

جامعة الأعمال و التكنولوجيا  
UNIVERSITY OF BUSINESS AND TECHNOLOGY

# **UNIVERSITY OF BUSINESS AND TECHNOLOGY**

## **PUBLIC RELATIONS ASSIGNMENT**

**INSTRUCTOR: DR. KHALID ALSHOHAIB  
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## **Career Fair Event (My *Personal* Experience):**

On May 1st up until May 3rd, UBT hosted its 25th annual Career Fair event; opening its doors to various companies, and thousands of eager potential employees from both within the university and outside. Well established businesses such as Barn's, MacDonalds, Zahid Group, BUPA and Safola as well as unfamiliar names in the industry such as TAM, IHCC and many more brought in representatives to recruit and promote their businesses.

Attending this event on all three days, as a volunteer, allowed me the ability to witness firsthand the different ways companies prefer to show themselves off and the importance of good PR when trying to attract new recruits. I was required to represent both the university and the Public Relations course by wearing a sash which identified us among the other volunteers present.

As a volunteer, I was tasked with helping anyone who had questions about the event; whether it be the representatives of the businesses or the eager guests and potential employees.

On the first day of the event, I attended the night shift from 5 until 9:30- this was an important night since it included the opening ceremony that began from 7 and ended promptly at 9; during which we had to usher people into the main auditorium.

Prior to the ceremony, I helped out a CBA alumni, visiting the university in hopes of getting a new job, to apply to the various businesses and have a tour of the university building and the different exhibition stands. I took the opportunity to also apply, since I was already on the floor going to these various stands. When the alumni would ask a brief from the companies, I paid extra attention: in order to answer any future inquiries from guests about the companies and what they offered in terms of job openings and the general overview of each business. During the opening ceremony, we gathered everyone to the main auditorium where a memorandum of understanding (MOU) between UBT and Zahid Group was signed and witnessed by all guests. All the companies were acknowledged and given a gift of appreciation as well as a certificate for being a part of the 25th annual career fair, where they were photographed and recognized as UBT partners: (Zahid Group being the premium partner and sponsor of the event, while the others were either gold partners or knowledge partners or strategic partners or silver partners ). Following the celebration, I was requested by the esteemed and revered Dean of the College of Business Administration, Dr. Haneen Shoaib, to put the important MOU away in her office. After I completed that task, I sent her a photo to confirm where I placed them and continued walking around the exhibition floor to help anyone who needed it and continue to represent UBT as well as the admirable and respected Dr. Khalid AlShohaib's Public Relations class.

On the second day of the event, I attended once again from 5 until the closing of the event- where I stood at the UBT exhibition booth for a brief time to answer enquiries about the bachelors and masters degrees we offer. I also walked, once more, around the exhibition floor that night, however, this time accompanied by the hardworking Hossam AlHussein: a student and part time employee of student affairs working under our commendable Dr. Doha Abualsaud. When help was needed Hossam and I would do our best, and delegated some of the volunteers to close off sections or supervise areas that required an onlooker. Afterwards Hossam and I aided a few guests to some workshops held by TAM as well as one held by Dr. BadrAlDeen ALTazee, which had a special attendance by our one and only Dr. Wi'am- Manager of UBT. I had the privilege of being introduced to Dr. Wi'am and representing myself (as the part time assistant of Dr. Haneen Shoaib and CBA Marketing senior student) and representing Dr. Khalid AlShohaib's Public Relations class once more.

The final day came around, I managed to attend both shifts: in the morning and the evening. I stood at the UBT exhibition booth in the morning with many of my classmates, answering any questions about the university. There were many enquiries regarding job openings at UBT where we had to inform them that sadly there were no offerings present and the booth was for further education and not job availabilities.

We had to be well informed about the various masters being given at UBT such as:

- CBA offering masters in Business Administration, Finance, Accounting, Supply Chain, Marketing and Human Resource Management.
- JCA starting their Masters of Advertising in the next semester.
- JCE having a masters of Engineering Administration.
- Masters at UBT is 4 semesters.
- UBT Alumni having a 30% discount on further education programs.

We also had to be well-versed and informed about all the colleges and their available majors, the typical courses required as well as potential fields we can work per major.

The morning shift went by quickly and even during the evening I stayed at the UBT exhibition booth. Many people came to enquire and for a short while it did begin to feel overwhelming, however, still manageable. During the night, I received a call from Dr. Haneen Shoaib requesting urgent help in regards to technical difficulties faced by Zahid Group advertising another MOU signing that was scheduled for later that evening. I noticed a volunteer in a yellow vest roaming nearby and requested him to take my place at the booth while I worked on fixing the technical issue faced. I promptly found the Zahid Group representative, Ms. Doaa, and managed to do what she requested in a timely manner: which was simply to transfer a new advertisement onto a USB so they can project the updated advertisement of the signing on their display.

Throughout that time, I had been feeling fairly short-breathed and dizzy, at first I thought it was simply from feeling overwhelmed due to the amount of communication I had done with the guests- since I have social anxiety and panic attacks are common to happen if I overwhelm myself. However, after helping out Zahid Group I felt my throat start to swell up and my shortness of breath began to feel more like I had difficulty breathing in general, which made me realize I was having an allergic reaction. I immediately headed into the dean's office where my bag was to take my inhaler but was too late to take my medication as the rest of my body felt too heavy to move. I tried to call out for help, but the door was shut and I could barely get a word to escape my mouth, almost an hour passed and luckily Dr. Haneen Shoaib came in as she was heading to her office to get the updated MOU. Help came quickly after as the nurse was called, I was given my medication then taken to the university clinic where I spent the remainder of the night. That night was more crowded than the prior nights as the halls were barely passable from the amount of foot traffic, which was great for the exhibition but proved to be difficult to manage in emergency situations.

After the Career Fair was over, Hossam AlHusseini gave me a certificate of appreciation for my help in the 3 days of the event, signed by the prestigious President of the University, Dr. Osama Jannadi, which was such an honor to receive.

While recounting all that I had experienced at the Career Fair event, I must discuss the pros, cons and interesting factors I witnessed: so the remainder of this report will touch on those points and my reasoning behind them.

## Images of the event



CBA Alumni and myself after the Opening Ceremony. 1 May 2023.



Dropping off the MOU at Dr. Haneen Shoaib's Desk. 1 May 2023.



Working at the UBT Exhibition Booth during Career Fair. 3 May 2023. Taken by Mariam ALHarbi



McDonalds application email displayed. 1 May 2023.



Oxygen tank from allergic reaction. 3 May 2023



Post-recovery from allergic reaction with the Dean of CBA, Dr. Haneen Shoaib, volunteer member Habiba Assam, and nurse Lubna from MyClinic. 3 May 2023. Taken by Dean of CBA, Dr. Haneen Shoaib.



Receiving my certificate from Hossam ALHussein. 4 May 2023



Scan of the certificate- using camscanner. (A copy of the certificate is attached at the end of the report)

## 1) The Good

The event had many benefits whether for the students, the university itself, or even for the businesses that attended.

Students, alumni and other individuals looking for a job that attended the event had the following advantages:

1. **Access to a wide range of potential employers:** the Career Fair provided students with the opportunity to interact with multiple companies and learn about various industries- this event was the perfect opportunity for them to dip their toes into job searching.
2. **Networking opportunities:** Students connected with recruiters and professionals from different fields, which helped them build valuable connections for future job opportunities.
3. **Direct access to hiring managers:** Students spoke directly with hiring managers and HR representatives of the companies brought, which will surely help them stand out in the application process.
4. **Exposure to different job opportunities:** the Career Fair offered students the chance to learn about job opportunities that they may not have been aware of otherwise; or industries they never considered but turns out to be an interesting option for them.
5. **Preparation for the job search process:** Attending the Career Fair helped students develop their communication and interviewing skills, as well as learn about different companies' application processes.

The university had their own list of advantages:

1. **Enhanced the university's reputation:** Hosting the Career Fair helped the university establish itself as a hub for career development for their students, making it more desirable for others to join the university and be a part of it.
2. **Built relationships with employers:** Hosting the event allowed the university to establish long-term relationships with employers, which can lead to more job opportunities for students in the future.
3. **Provided career development resources:** The university provided their students and attendees with career development resources such as resume workshops and interview preparation sessions, throughout the three days, to help them succeed in the job search process.
4. **Increased student satisfaction:** Providing students with resources to help them succeed in their post-college careers will improve student satisfaction with the university and help in the long-run for UBT.
5. **Generated revenue:** UBT charged companies for booth space at the career fair, which generated revenue for the institution, even though entry was free for those searching for a job. This made foot-traffic more prominent and makes the Career fair more desirable to be a part of for businesses in the future.

Finally, the businesses themselves had various pros to being a part of the university's annual career fair:

1. **Access to a large pool of potential job candidates:** Participating in the Career Fair provided businesses with access to a large pool of potential job candidates, including recent graduates and upcoming graduates.
2. **Brand exposure:** helping businesses increase brand exposure and awareness among students and attendees.
3. **Opportunity showcasing company culture:** Companies used the Career Fair as an opportunity to showcase their company culture and values to potential job candidates.
4. **Cost-effective recruitment:** This was undoubtedly a cost-effective way for companies to recruit new talent, as they can meet and interview multiple candidates in one location.
5. **Access to diverse candidates:** Career fairs attract potential recruits from diverse backgrounds, which can help companies increase diversity in their workforce.

What I personally enjoyed about the event was the ability to get out of my shell and practice speaking to complete strangers in a confident manner under the guise of being more informed about certain aspects, such as when I was representing the university at the UBT Booth. I also enjoyed listening to the various business representatives talk about their companies and brief us on certain majors being desired for their company- based on what the student was studying/had studied.

I thought the layout was interesting as I later found out from Dr. Khalid AlShohaib that the front stairs were blocked off so that the natural flow of movement would allow people to pass by all the exhibitors booths even the ones hidden in corners which would be hard to spot otherwise. The booths were big and represented each company's brand image and identity distinguishing them from others. I also thought it was smart that some companies gave gift bags or something small to keep the company in the minds of the attendees.

There was a good amount of guests and attendees and throughout the three consecutive nights of the event not a single booth was left without a representative present which was great to see.

The event itself seemed to be a massive success as all the booths evoked a long line of interested job seekers. The biggest success of all for the university in terms of public relations is how they came across in the eyes of the attendees and participants as well as their MOU signing with their premium sponsor, the Zahid Group.

The poster for the UBT Career Fair 2023 features the following elements:

- Logos:** UBT (University of Business and Technology), DSA (Deanship of Student Affairs), and the event logo with the text "UBT Career Fair معرض المهنة والأعمال 1 - 2 - 3 MAY 2023".
- Main Title:** "يسر جامعة الأعمال والتكنولوجيا دعوتكم لمعرض المهنة السنوي في نسخته الخامسة عشر والمقام بالجامعة" (We are pleased to invite you to the 15th annual career fair held at the university).
- Sponsor Categories:**
  - Premier Sponsor:** ZAHID GROUP (مجموعة شركات الزاهد).
  - Gold Sponsors:** Buroya (بوروا), S.A.V.O.L.A. (صافولا), الأغبية Foods (الأغبية), BAT (باكوديا).
  - Knowledge Partner:** TAM (تام), HILTI (هيلتي), McDonald's (مكدونالدز).
  - Silver Sponsors:** IHCC (إي.إتش.سي.سي), شركة الوطنية (شركة الوطنية), DP WORLD (دي.بي.ورلد).
  - Participants:** U (جامعة أم القرى), ATKINS (اتكينز), reckitt (ريكت), K&A (ك.إ.إ).
  - Strategic Partners:** PS (بي.إس).
  - Supporting Sponsor:** هدف (هدف).
- QR Code:** A QR code for registration and attendance.
- Event Details:** 1<sup>st</sup> 2<sup>nd</sup> 3<sup>rd</sup> MAY - 2023, UBT CORNICH CAMPUS, 10:00 am - 2:00 pm and 5:00 pm - 10:00 pm.
- Contact Info:** 920000490, 0502939040, WWW.UBT.EDU.SA, UBT\_EDU.

List of UBT sponsors and partners during the career fair event. 1-2-3 May 2023

## **2) The Bad**

As with anything, nothing is perfect- this event being no exception. This doesn't mean it was not an overall success, but simply put: it could have been better and can be better in the following years to come.

Despite the great moments had within the days of the event, the biggest flaw I saw was crowd control. When people made long lines for booths it became hard to walk and manoeuvre around, if there were more volunteers in charge of crowd control- it would have bettered the flow of movement. This was at risk of being a health and safety hazard due to the inability to get to the clinic when an emergency arose (my allergic reaction) as well as the close proximity to others sadly was met with light shoving of others to simply walk by from area to area.

Another thing that must be addressed is some unprofessionalism witnessed of the company representatives, there were instances where someone was completely ignored when enquiring about the job availabilities but I was not ignored at all, despite accompanying the alumni who was enquiring, and, personally, I was not the one who was interested in the job, the alumni was interested. This was due to the fact that I was a marketing student and the alumni I accompanied was finance, however, instead of addressing us both in a general way or rejecting the alumni respectfully, they completely stonewalled him, giving their back towards him and ignoring any questions, which made me uncomfortable and discouraged the alumni from trying to apply or ask more questions.

There were also representatives that looked or spoke unprofessionally bringing up personal information such as family names into the conversations. I faced an issue with handing in my CV to one of the companies, I was told that they didn't want a physical copy and I should apply through the QR code provided, however, when they assumed I was my colleague, Hossam AlHussein's younger sister (he worked tirelessly in helping both the university and the different businesses in trying to achieve a successful event) they requested me to hand them the physical copy immediately, neither I nor Hossam corrected them on this as we noticed the quick change in tone when addressing me when they were under this impression.

These are issues that the company itself should be aware of as if others viewed this treatment or got the same treatment not only could it deter potential recruits away from attempting to apply but also give them a negative association with the brand/company in question. People might feel the need to share what they witnessed in terms of poor treatment to other individuals giving them a bad reputation in terms of how they treat applicants/potential applicants and how the work environment might be (whether toxic and hostile or not, based on what they saw).

In terms of handing out business cards or CV's many business reps turned down the option of physical copies, requesting that the applicants simply email or go through the QR code provided- to them they didn't want the hassle of carrying more material which is understandable but they should have at least considered having a binder or folder ready to collect any additional handouts whether it was related to recruitment CV's or something unrelated to simply have an easy storage unit that would not let them lose potential employees nor important documents- as technical difficulties can happen and they should be prepared (phones can run out of battery, there could be no wifi, perhaps the QR code stops working due to an overload in the system etc.)

My final grievance with the event is that the volunteers weren't as widely spread in the necessary places; there were places that had 3 volunteers standing together despite there not being many people there except to only walk by it, whereas other places had no volunteers: an example of this was in the basement floor next to the career center and gym there was a designated place of prayer for women but men walked down there by mistake since there was no one to usher them, luckily Hossam and I informed the men and then delegated to the volunteers to have someone stationed there.

### **3) The Interesting**

At first, when given the brief for this report, I was weary of what to put here. I didn't want to run the risk of being repetitive from listing nor wanting to leave anything out. From my understanding, this section simply is what I would do if I were in charge of a future career fair. I would start off by raising more awareness for a longer period of time, rather than having it fairly short notice. Perhaps having the video advertisement, which was made during the eid break, to be made earlier and circulating more. Maybe even extending an olive branch by inviting other universities; yes, they are our competition, but they can also be considered as an untapped market as some students might see our university and be interested in transferring or recommend the university to people they know. This will also allow more foot traffic for the exhibitors and provide more loyalty to future career fairs for UBT.

Attendees had to get their tickets through a QR code despite it being free entry, this is good if this was used to limit people from coming in an excessive amount, but could be utilized better. From my experience, this didn't limit crowding and still allowed a potential safety risk from the crowding. In my opinion, they should either delegate more volunteers for crowd control or use the QR ticket system to have a certain amount of people maximum that may attend per day. This would ensure that there would be foot traffic all three days, be mindful of how many people are expected, and that if one of the days is fully booked people have the option of the other days.

I would also invite different businesses that are more related to other colleges for example I only saw one representing law. Perhaps the ones related to certain colleges could be placed within the halls of the respective buildings while the wider more general ones could be in the general open area where booths are already placed. We could invite more businesses that way and sell more space and utilize them too.

- For the College of Law: we could include more firms such as Wise Allies.
- For Jeddah College of Advertising: we could include agencies like Curvature or WKK Group.
- For the College of Business and Technology: we could include corporations such as banks for the finance and accounting majors, which could also need marketers and human resource management recruits.
- For the College of Engineering: we could include companies specializing in software engineering or mechanical or have companies that are known for their architectural work.

The added businesses will not only create more revenue and buzz around the fair, but could potentially allow the extension of the event making it a week-long experience rather than 3 days. Students of these colleges will be more likely to attend and might be the majority of foot traffic rather than it being external guests simply because its the jobs they want and are looking for actively.

I would also request from the businesses to have a folder or binder on hand in the case that potential resumes, business cards and CV's are handed out to them as well as a place to keep any loose paper or important documents.

For the workshops, I would make more clear signs and have them posted in more visible areas to avoid people aimlessly wandering around, I would also ensure that the volunteers had a soft copy on their phones in case they get asked about it.

Finally, I would make attendance for the senior students mandatory for certain classes (just like we did for Public Relations) but this would be in order for them to find a potential place for COOP training or to simply gain interview experiences.



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List of Pros for a Career fair

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Asked: List 5 advantages for students to have a career fair at a university. List 5 advantages for a university to host a career fair. List 5 advantages for businesses to participate in a career fair at a university.

Answered (before editing):

Advantages for students to have a career fair at a university:

1. Access to a wide range of potential employers
2. Networking opportunities
3. Direct access to hiring managers
4. Exposure to different job opportunities
5. Preparation for the job search process

Advantages for a university to host a career fair:

1. Enhances the university's reputation
2. Builds relationships with employers
3. Provides career development resources
4. Increases student satisfaction
5. Generates revenue

Advantages for businesses to participate in a career fair at a university:

1. Access to a large pool of potential job candidates
2. Brand exposure
3. Opportunity to showcase company culture
4. Cost-effective recruitment
5. Access to diverse candidates