

How do you attract the cream on the milk round?

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In the highly competitive world of graduate recruitment, successful employers are becoming increasingly creative when it comes to attracting graduates to their marketing events on campus. Holograms on buildings, sponsorships, glossy posters all advertise their campus presentations to varying degrees of success.

One new idea is to run interview skills clinics or mock assessment workshops with exercises designed specifically to advertise the organisation. For example, a group exercise where participants are asked to agree how to spend the Corporate Social Responsibility budget; interspersed with facts and information about the organisation.

In this way, the employer promotes the company and demonstrates the benefits of working for the organisation. Whilst the graduate receives feedback on his/her performance at the assessment whilst learning about the company and the opportunities it has to offer.