

Academic Relations

Participating in Career Day Fairs at Local Colleges and Universities

Career Day Fairs are used by many universities' student associations to make students aware of the many career choices available upon graduation. Companies, firms, public sector agencies, and professional associations send representatives with promotional materials to college campuses to participate in these careers events.

Invite recent graduates within the chapter/institute to participate in the event. Usually, these representatives will have only a brief opportunity to spark a student's interest in their organization. It is necessary that these emissaries have:

- A well-organized, effective, and consistent message about the internal auditing profession.
- Effective, informative, and attractive recruiting materials.
- A professional eye-catching display.

Messages such as "high visibility," "broad experience," and "upward mobility" should be conveyed to students as opportunities available to internal auditors.

Message

Chapter/institute members participating in these events are also representing their organizations. Therefore, they should emphasize the benefits of an internal auditing career. Messages such as "high visibility," "broad experience," and "upward mobility" should be conveyed to students as opportunities available to internal auditors. Students should be encouraged to join The IIA and participate in local chapter/institute functions. Student membership is inexpensive and offers the student exposure to the profession, networking opportunities, and job opportunities.



Display

At Career Day events, chapters and institutes are encouraged to use their table skirts or other banners with The IIA logo and to order promotional materials from The IIA or from the local institute, if such materials are available.

Located at the bottom of The IIA's homepage, click the link to the [Chapter Leader](#) or [Institute Leader](#) webpages (then under events/planning) to find available brochures and videos that can be ordered from The IIA free of charge.

Additionally, there are vendors who offer promotional items such as pens, clocks, bags, etc. for use as chapter/institute promotional items or gifts. These items can be branded with the chapter/institute's IIA logo. Please always ensure that the items being ordered are professional in nature and that the standard of printing and item quality uphold the image of The IIA.