



# TIPS FOR ORGANISATION REPRESENTATIVES: DAY OF THE INDUSTRIAL OPEN HOUSE 2025

Office of Research Innovation and Commercialization (ORIC), Lahore College for Women University LCWU

## LCWU Industrial Open House 2025

### DAY OF THE EVENT

#### Support & Coordination

- **Helpdesk Assistance:** If you require any support during the event, please visit the **ORIC Helpdesk** at the venue entrance or speak to one of the designated **event volunteers** available throughout the exhibition area.
- **Managing Lunch Breaks:** Coordinate lunch breaks within your team to ensure that at least **one representative is present at the stall at all times**, keeping interactions continuous and meaningful.
- **Building Connections:** Use break times to engage with **faculty, students, and LCWU representatives**. Networking beyond the booth can lead to **valuable collaborations, research partnerships, and insights into academic programs**.
- **Handling Peak Times:** Expect the busiest hours to be between **1:00 PM – 3:00 PM**. Have a strategy in place, such as assigning specific team members to handle **individual queries** while others engage **groups of students** to **maximize efficiency**.

#### Data Collection & Follow-Up

- **Gather Contact Information:** Bring a **digital or physical sign-up sheet** to collect student details, including **email IDs, phone numbers, and LinkedIn profiles** for future engagement. If a digital data collection method isn't available, a simple **notebook or printed sheet** will work.
- **Effective Engagement:** Instead of waiting for students to ask questions, **guide meaningful conversations** by sharing information about your industry, career opportunities, and your company's unique value.
- **Storytelling & Branding:** Share examples of **real-life projects, company culture, and employee success stories** to help students **visualize career paths within your organization**.
- **Providing Feedback:** Offer constructive insights on **résumés, interview preparation, and essential skills** to help students strengthen their professional profiles.

#### Wellness & Emergency Support

- **Stay Hydrated & Energized:** Long events can be exhausting. Keep **water and snacks** available to **stay refreshed throughout the day**.
- **Medical Assistance:** In case of any **medical emergency**, inform the nearest volunteer or the **event helpdesk**, and they will connect you with the relevant **first-aid personnel**.



# TIPS FOR GUIDING CONVERSATIONS AT YOUR BOOTH

## GETTING TO KNOW STUDENTS AND FACULTY

Understanding a student's **career aspirations and skillset** can help **tailor your discussion**. Consider asking:

- ✓ What kind of careers or industries are you most interested in?
- ✓ What skills do you believe are your strongest?
- ✓ What drew you to our organization's booth today?

## PRESENTING YOUR ORGANISATION

- ✓ **Customize your pitch** based on the student's background and interests.
- ✓ **Share real-life project experiences** to make roles more relatable.
- ✓ **Highlight your unique industry positioning** – what sets your organization apart from others?

## PROVIDING MENTORSHIP AND CAREER GUIDANCE

- ✓ Discuss **emerging skills** in your sector and how students can **stay competitive**.
- ✓ Share tips on **certifications, networking, and industry trends**.
- ✓ Offer **advice on professional networking**, including how to **build and maintain industry connections**.
- ✓ Address **common misconceptions about your field**, providing an insider's perspective.
- ✓ Explain the **variety of career paths** within your organization to help students **explore different opportunities**.

## ADVICE FOR LCWU ALUMNI REPRESENTATIVES

If you are an **LCWU alumna**, share your experiences to help students navigate their **career journey**:

- ✓ Talk about your **transition from LCWU to your current role**, including **challenges you overcame** and key lessons learned.
- ✓ Highlight **LCWU-specific skills** that helped you succeed.
- ✓ Share **resources and opportunities** you wish you had utilized during your time at LCWU.
- ✓ Provide a **realistic view of industry expectations** for fresh graduates.

## UNDERSTANDING FUTURE RECRUITS

Use the Open House as an opportunity to **gather insights** from students to improve your **recruitment strategy**:

- ✓ What benefits and perks matter most to you when considering a job?
- ✓ How can we make our recruitment process more **accessible and student-friendly**?
- ✓ Identify recurring themes in **what students value in their careers** and use these insights to **refine your hiring approach**.



# OPTIMIZING YOUR DIGITAL PRESENCE AT THE EVENT

✓ **Use QR Codes for Easy Access:** Reduce paper waste and **increase accessibility** by linking QR codes to:

- Company information & job listings.
- Online résumé submissions & feedback forms.
- Pre-event student registrations.

✓ **Leverage Social Media:**

- Post **event updates** and tag LCWU ORIC for better reach.
- Encourage students to **register in advance** via Google/MS Forms.
- Use **event-specific hashtags** to create hype and connect with attendees.

## STALL BRANDING & ENGAGEMENT STRATEGIES

### 1. Creating an Interactive Booth

✓ Use **company banners, branding, and brochures** to make your booth **visually appealing**.  
✓ Include an **interactive photo booth** with industry-related props and **social media engagement hashtags**.

### 2. Managing Booth Traffic Effectively

✓ Assign **designated representatives** for **one-on-one queries** and **group discussions**.  
✓ Share **FAQs & information handouts** to **streamline interactions**.  
✓ Prepare for **on-the-spot interviews** to quickly **identify potential talent**.  
✓ Keep **200+ promotional items** (USBs, notebooks, branded giveaways) for attendees.

## BEYOND STUDENT INTERACTIONS: INDUSTRY-ACADEMIA LINKAGES

✓ **Engage with Faculty & Research Centers** – Explore **research collaborations** and **FYP sponsorships**.  
✓ **Connect with Corporate & Industrial Leaders** – Strengthen **B2B networks** for **joint projects** and **industry training programs**.  
✓ **Participate in Panel Discussions** – Share insights on **emerging industry trends**, **recruitment strategies**, and **workplace innovations**.



# NAVIGATING THE EVENT & POST-EVENT FOLLOW-UP

- ✓ **Stay Engaged Beyond the Event** – Continue conversations with students via **LinkedIn or email follow-ups**.
- ✓ **Collect & Review Student Résumés** – Keep track of promising candidates for future recruitment.
- ✓ **Evaluate Your Participation** – Assess **what worked well** and plan **future participation strategies**.
- ✓ **Send Feedback to ORIC** – Help refine future LCWU Open House events with your insights.

✉ **For more details and registration, contact:**

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Join us in **empowering future talent and strengthening industry-academia collaboration!**

