

Industrial Open House 2025

A Guide for Industry Partners

Maximizing Your Participation at LCWU's Industrial Open House

Lahore College for Women University (LCWU) invites **industry leaders, recruiters, and corporate partners** to engage with talented students and faculty through the **Industrial Open House 2025**. This guide will help **maximize your participation, enhance engagement, and create valuable industry-academia Collaborations**.

GENERAL TIPS FOR INDUSTRY PARTICIPANTS

1. Define Your Objectives

Before attending, establish clear goals for your participation, such as:

- ✓ **Recruitment & Internships** – Identify and recruit potential candidates.
- ✓ **Brand Awareness** – Showcase your organization to the academic community.
- ✓ **Research & Innovation Collaborations** – Explore joint research and Final Year Projects (FYPs).
- ✓ **Networking & Knowledge Sharing** – Interact with faculty, students, and industry professionals.

2. Prepare for Student and faculty Queries

Attendees will inquire about:

- **Available job and internship opportunities** for students, fresh graduates, and alumni.
- **Required skills and qualifications** in your industry.
- **Hiring process and interview structure** at your organization.
- **Industry trends and future opportunities** in your sector.

3. Engage & Support Future Talent

Beyond recruitment, use this platform to:

- ✓ **Discuss emerging skills** needed for success in your industry.
- ✓ **Offer mentorship tips** on career development and industry certifications.
- ✓ **Share networking strategies** for career advancement.
- ✓ **Debunk misconceptions** about industry roles and challenges.
- ✓ **Showcase career paths** within your organization to broaden students' understanding.

ENHANCING DIGITAL PRESENCE AT OPEN HOUSE

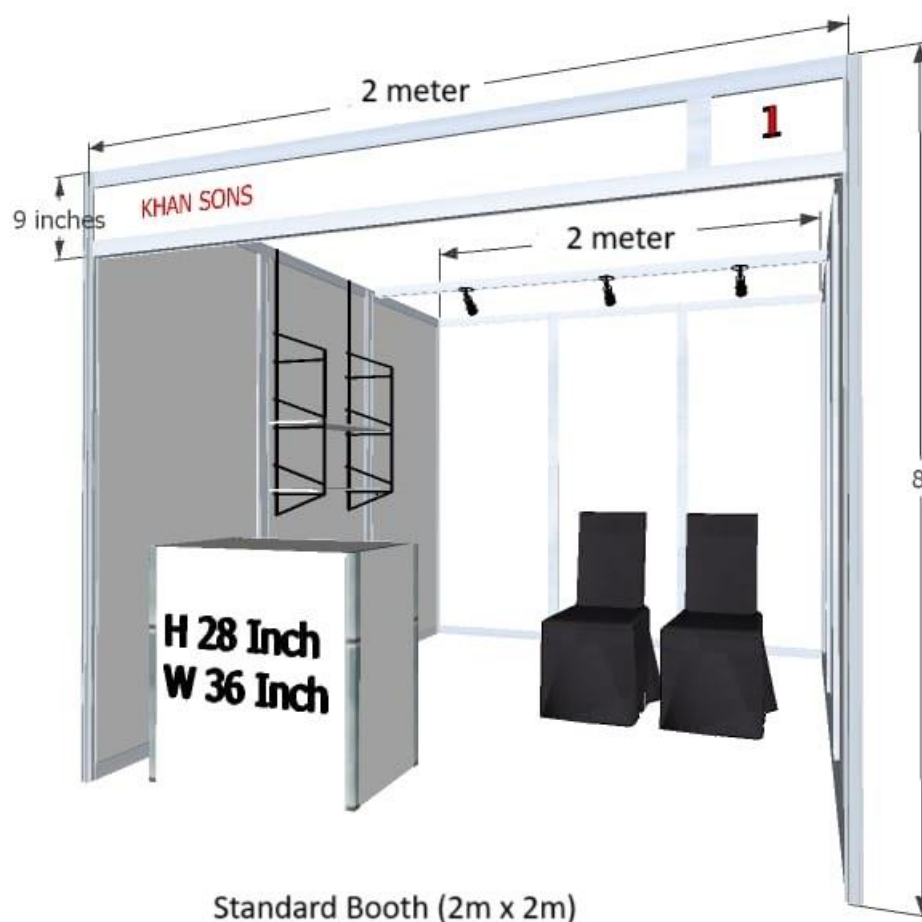
✓ **Use QR Codes** – Reduce paper use by providing digital access to:

- Company information & career opportunities.
- Online résumé submissions & feedback forms.
- Event registration & engagement tracking.

✓ **Leverage Social Media** – Promote your participation:

- Post on LinkedIn, Twitter, and Instagram.
- Tag LCWU ORIC for enhanced reach.

STALL BRANDING & ENGAGEMENT STRATEGIES



1. Optimizing Your Booth Setup

✓ **Company Branding** – Use banners, brochures, and digital screens to showcase your company's

mission and culture.

- ✓ **Live Demonstrations** – Display ongoing projects or real-world applications of your company's work.
- ✓ **Giveaways & Promotional Material** – Distribute branded USBs, notebooks, or t-shirts to reinforce brand recall.

2. Managing Booth Traffic Efficiently

- ✓ **Divide & Conquer** – Have dedicated representatives for one-on-one interactions and group discussions.
- ✓ **On-the-Spot Interviews** – Conduct quick assessments to identify potential hires.
- ✓ **FAQs & Informational Videos** – Share key details via printed or digital handouts.
- ✓ **Data Collection** – Use Google/MS Forms to gather résumés, LinkedIn profiles, and student feedback.

BEST PRACTICES FOR INDUSTRY REPRESENTATIVES

- ✓ **Wear Name Tags** – Helps students recognize and approach representatives easily.
- ✓ **Ensure Continuous Booth Coverage** – Rotate staff to maintain engagement throughout the event.
- ✓ **Use Feedback Forms** – Gain insights on student expectations and industry readiness.
- ✓ **Follow-Up after the Event** – Reach out to potential recruits and collaborators for future engagements.

BUILDING- ACADEMIA LINKAGES

- ✓ **Collaborate with Faculty** – Identify research opportunities and potential industry-led projects.
- ✓ **Engage with Corporate & Industrial Representatives** – Build B2B networks for future initiatives.
- ✓ **Participate in Panel Discussions** – Share insights on industry trends, skill gaps, and job market dynamics.

POST-EVENT FOLLOW-UP & FUTURE PLANNING

- ✓ **Send Thank-You Notes** – Appreciate attendees and potential recruits.
- ✓ **Resume Review & Response** – Follow up with shortlisted candidates.
- ✓ **Evaluate Participation Impact** – Assess recruitment success and industry collaborations.
- ✓ **Plan for Future Open Houses** – Stay engaged with LCWU's academic and research ecosystem.

Pre-Event Preparation

Task	Details/Actions	Status ✓
Early Registration	Register and complete payment for event participation.	<input type="checkbox"/>
Confirm Attendees	Nominate company representatives and provide their details to ORIC-LCWU.	<input type="checkbox"/>
Travel Arrangements	Arrange travel and/or accommodation for company representatives.	<input type="checkbox"/>
Marketing Materials	Design and print brochures, flyers, business cards, and banners.	<input type="checkbox"/>
Research Attendees	Familiarize yourself with participating organizations, academic programs, and potential recruits.	<input type="checkbox"/>
Social Media Strategy	Use LinkedIn, Instagram, and Twitter to create pre-event engagement.	<input type="checkbox"/>
Confirm Booth Location	Verify booth placement with ORIC-LCWU event team at the venue.	<input type="checkbox"/>

Booth Setup

Task	Details/Actions	Status ✓
Engaging Materials	Prepare handouts, job descriptions, company profiles, and promotional materials.	<input type="checkbox"/>
Staffing	Ensure that knowledgeable and enthusiastic team members represent your company.	<input type="checkbox"/>
Technology & Equipment Check	Ensure that laptops, projectors, internet, and presentation tools are fully functional.	<input type="checkbox"/>

During the Event

Task	Details/Actions	Status ✓
Elevator Pitch	Prepare a concise company introduction and key highlights for attendees.	<input type="checkbox"/>
Engagement Options	Offer sign-up sheets, Google/MS Forms, and QR codes for job applications.	<input type="checkbox"/>
Capture Memories	Take photos and videos for promotional and training purposes.	<input type="checkbox"/>
Staff Rotation & Breaks	Ensure team members rotate shifts while maintaining continuous booth coverage.	<input type="checkbox"/>
Feedback Collection	Gather feedback from attendees and industry representatives to improve future participation.	<input type="checkbox"/>

Post-Event Follow-Up

Task	Details/Actions	Status ✓
Send Thank-You Notes	Follow up with personalized emails to interested candidates and key contacts.	<input type="checkbox"/>
Résumé Review & Response	Promptly review and respond to submitted applications and résumés.	<input type="checkbox"/>

Post-Event Debrief	Gather team feedback and identify areas for improvement.	<input type="checkbox"/>
Future Industrial Open House Consideration	Evaluate and decide on participation in future LCWU open house events.	<input type="checkbox"/>
Analyze Event Data	Review collected data to measure participation success and engagement metrics.	<input type="checkbox"/>
Update Recruitment Strategy	Use insights from the event to refine hiring strategies and engagement techniques.	<input type="checkbox"/>

Final Note

This checklist ensures efficient planning, execution, and post-event follow-up for a successful Industrial Open House 2025 at LCWU.

Contact Us

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