

| Event | Scope | Timing | Schedule | Venue | Food | Collateral | Notes |
|--|---|---------------------------------------|--|--|---|---|--|
| Information Session | To offer students general information about the organization and co-op opportunities. | Every term | Mid-September to mid-November and mid-January to mid-March Tuesday, Wednesday, or Thursday 6:30-7:30pm Lunch times for select faculties. | In person: UNB Spaces (employer pays rental fee when applicable). Virtual: Teams (in-class screen projection event or link to tune-in from home). | Strongly recommended: Sodexo UNB (available at select locations only) | Employer provides information and collateral for the event. | Co-op office can help with coordinating the event (bookings, communication, registration, hosting) |
| Recruitment session | To give students information about current co-op positions and invite to apply in person or online. | Every term | Mid-September to mid-November and mid-January to mid-March Tuesday, Wednesday, or Thursday 6:30-7:30pm Lunch times for select faculties. | UNB Spaces: employer pays rental fee when applicable. Online via Teams: in-class screen projection event or tune-in form home. | Strongly recommended: Sodexo UNB (available at select locations only) | Employer provides information and collateral for the event. | Co-op office can help with coordinating the event (bookings, communication, registration, hosting) |
| Site visits | Opportunity to bring students on work site and showcase the organization. | Once/twice/year during Reading Weeks. | Half or whole day | On site | Recommended. Any vendor at employer's discretion. | Employer provides information and collateral for the event. | Co-op office can help with coordinating the event (bookings, communication, registration, hosting) |
| Grand/ Info/ Recruitment/ Networking Event | Larger, in person event. Recommended when you are targeting multiple departments and a variety of students. | Once/year | September - October - November January - February - March | UNB Spaces: employer pays rental fee when applicable. | Strongly recommended: Sodexo UNB (available at select locations only) | Employer provides information and collateral for the event. | Co-op office can help with coordinating the event (bookings, communication, registration, hosting) |

- An Information session can be combined with a Recruitment and/or Networking session.
- The events are scheduled on a 1st come; 1st served basis.
- UNB Engineering co-op office reserves the right to suggest and select appropriate times for the events, that are contingent to students' academic schedule and availability.
- We invite employers/organizations to suggest other ways of engaging with our students and contact us for details: mtimotin@unb.ca

SUGGESTED EMPLOYER YEARLY BRAND AWARENESS CAMPAIGN SCHEDULE

| Term 1 (Sep 14-Nov 14) | Term 2 (Jan 14-March 14) |
|--|--|
| Brand awareness grand event | Info sessions/Recruitment session |
| Info sessions/Recruitment session | Site tour |
| or | |
| Info sessions/Recruitment session | Brand awareness grand event |
| Site tour | Info sessions/Recruitment session |
| or | |
| Brand awareness grand event | Info sessions/Recruitment session |
| Info sessions/Recruitment session | - |
| Site tour | - |
| or | |
| Info sessions/Recruitment session | Brand awareness grand event |
| - | Info sessions/Recruitment session |
| - | Site tour |