

**IBA**

Institute of  
Business Administration  
Karachi



Leadership and Ideas for Tomorrow



**PARTNERSHIP  
PROPOSAL**

# IBA VIRTUAL CAREER FAIR 2021



IBA  
Career Development  
Center

**DATE**

**Wednesday  
March 17, 2021**



## IBA CAREER DEVELOPMENT CENTER



The Career Development Center (CDC) at the Institute of Business Administration (IBA) is dedicated to facilitate students and graduating classes in the overall process of self-evaluation, creating awareness about career opportunities, assisting in career profiling and job search, increasing the employability, developing strong and tangible linkages with employers and supporting alumni in their career progression. Our main focus lies in building long-term relationship with corporate, social and public sector organizations within Pakistan and also with international employers.


As we grapple with the current circumstances, the IBA Career Development Centre is holding the first ever virtual and simulation-based career fair in Pakistan. The platform is designed to create an interactive environment among employers, students and prospective graduates, and alumni.



## IBA ALUMNI & PLACEMENT SOCIETY

The Alumni and Placement Society aims to provide a common platform for future business players to get guidelines from renowned human resource professionals. It engages with the alumni of the IBA community while simultaneously guiding the existing students for a diverse set of career opportunities. The society is a common forum for the alumni to deliver us their best in terms of funds, expertise, and mentor-ship. That translates into better student opportunities and skills for our existing students also making them part of our prestigious alumni body in the future.

Register for the event and meet the dynamic and talented IBA pool that are skilled in a multitude of fields and can add quality to your workforce!



# IBA VIRTUAL CAREER FAIR 2021



The virtual job fair is the ideal place for employers looking to meet and recruit the best talent from the comfort of their homes and offices. Among the many facilities available for potential employers, this virtual fair consists of interactive group sessions where they can meet and interact with participants. Recruiters will also have their own virtual kiosks for a broad range of visitors.

As an exhibitor, you can build professional relationships with like-minded individuals, review profiles of the IBA's graduating students and alumni, interact with them via exclusive group chat feature, interview shortlisted candidates through video call option, introduce your key representatives to the online audiences and host live webinars during the event. The virtual event has to offer:

- Interactive virtual booths
- Upload unlimited content and resources for visitors
- Branding spaces to display your products and services
- Breakout sessions with live Q&A
- Online chat capabilities
- Live and pre-recorded webinars
- 100% mobile compatible virtual platform
- Event reports to help you effectively track the event ROI
- Live Chat and Live Webcasting capabilities with attendee Q&A
- Offer discounts, coupons and much more!



## AUDIENCE

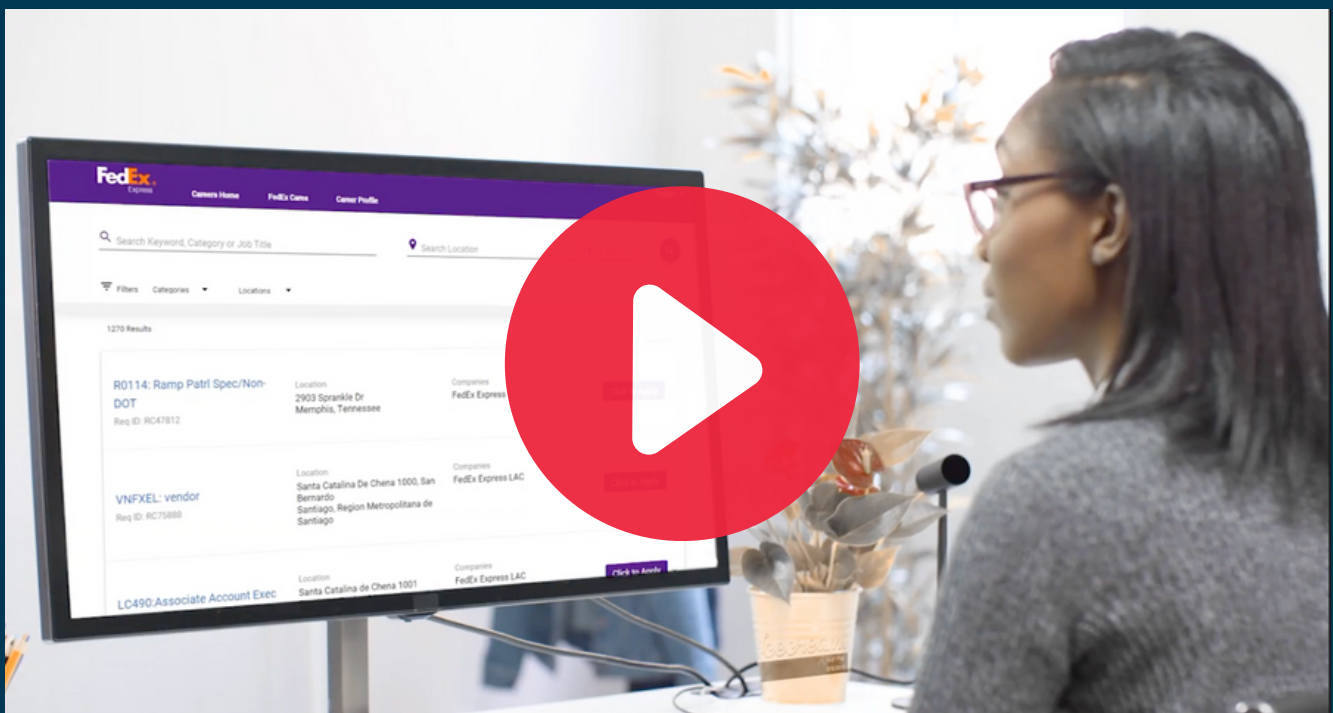
The virtual fair is open for the IBA students, alumni and partnered exhibitors only. We are expecting more than 5000 students and graduates, and more than 100 companies to participate in this online event.

## MILEAGE TO THE EXHIBITORS

- Logo placement on Career Fair website's landing page
- Multiple stall choices in exhibition hall
- Announcement as participating company on social media handles
- Options to interact with students with alumni through live chat and video call options
- Estimated footfall of over 7000 students, alumni and employers

## EVENT LAYOUT

### *Walkthrough - IBA Virtual Career Fair*



*Click here to view the features of virtual fair*

# Main Lobby



# Exhibitor Hall



# Auditorium



# VIRTUAL KIOSK DETAILS

## Premium Stall

Features:

- 6 branding spaces
- Strategic placement in the hall
- Large area coverage

Cost: PKR. 60,000

Stall Sample:



## Standard Stall

Features:

- 5 branding spaces
- Placement on a first come, first serve basis

Cost: PKR. 50,000

Stall Sample:



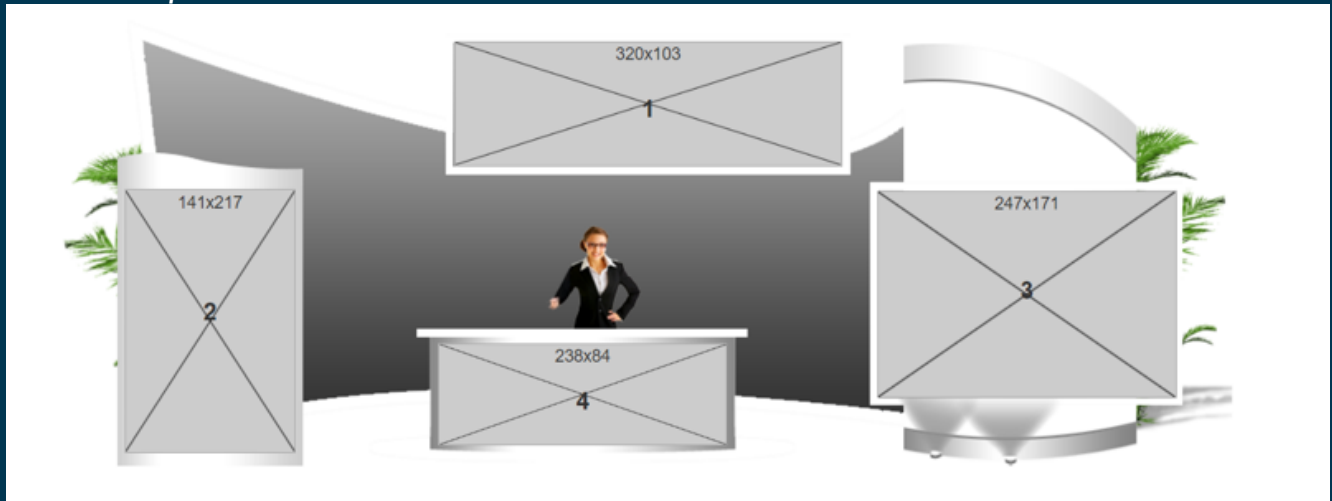
## Economic Stall

Features:

- 4 branding spaces
- Random placement in the hall

Cost: PKR. 40,000

Stall Sample:



## INFORMATION SESSIONS AND WEBINARS IN AUDITORIUM

We have a **limited slots available** to host your company information sessions/webinars (live or pre-recorded) in the virtual auditorium. Each session (duration: 60 minutes) costs you **PKR. 35,000**

# SPONSORSHIP PACKAGES

Specifics	PLATINUM RS. 1,200,000	GOLD RS. 750,000	SILVER RS. 500,000
Acknowledgement as 'Title' Sponsor on all collaterals	✓	X	X
Branding on Info/Help Desk	✓	X	X
Exclusive sponsor's message to be displayed on IBA social media handles	✓	X	X
Content on Welcome Video	✓	X	X
Logo on Title Page of Post-Event Report	✓	X	X
1 Hour Live or Recorded Session in Auditorium	✓	X	X
Placement of Logo on Career Fair's Website	✓	✓	✓
Logo Placement in Virtual Lobby	✓	✓	✓
Logo Placement in Virtual Exhibition Hall	✓	✓	✓
Premium Stall	✓	✓	X
Branding on Merchandise	✓	✓	X
Promotion on the IBA Job Portal	✓	✓	X
Logo in the Email Signature with the Title	✓	✓	✓
Announcement of Partnership on CDC's Official Social Media Handles	✓	✓	✓
Placement of Static Banners in Virtual Lobby	✓	✓	✓
Placement of Videos in Virtual Lobby	✓	✓	X
Placement of Dynamic Banners in Virtual Lobby	✓	✓	X
Placement of Banner in the Virtual Auditorium	✓	✓	X
Highlights in IBA's Magazine – The Current	✓	✓	X
Special Mention During the Thank You Note	✓	✓	✓
Standees Placement in IBA Main Campus	8	5	2



## CONTACT US

In case of any queries related to this partnership proposal, feel free to contact the following representatives:

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For general inquires, you can reach out to us:

### Career Development Center and IBA Alumni & Placement Society

Institute of Business Administration

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