



CAREER FAIR & SEMINAR 2024

ALUMNI & CAREER PLACEMENT CENTER - ACPC

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Career Fair & Seminar of 2024 Report

1.0 OVERVIEW

The Career Fair & Seminar of 2024 at the Australian University – AU served as a valuable platform for students, alumni and the public to engage directly with industry representatives, offering insight into career opportunities across various sectors and industries. The event facilitated networking, career exploration, and on-the-spot interviews, especially benefiting applicants looking for internships, part-time roles, or full-time positions. The Alumni and Career Placement Center – ACPC managed this well-organized event with several departments within AU. The event also featured a seminar titled: “Empowering Kuwait’s Future”.

1.1 Career Overview

The Career Fair of 2024 was a premier event that brought together students, alumni, the public and industry leaders to foster connections, explore career opportunities, and prepare future professionals for the workforce. It was scheduled on the 24th of October 2024, from 09:00AM to 05:00PM at the AU Hangar, building six. The fair featured diverse employers and organizations showcasing opportunities for students and graduates. With an attendance of over 1,800 visitors, the event highlights AU’s commitment to empowering its students and alumni with the tools and networks needed to thrive in their careers.

1.2 Seminar Overview

EMPOWERING KUWAIT'S FUTURE: Students' Role in Realizing the Country’s Vision for 2035.

Title

- Empowering Kuwait's Future: Students' Role in Realizing the Country’s Vision for 2035.

Keynote Speaker

- Prof. Isam Zabalawi, President of AU Kuwait.

Moderator

- Dr. Omar AlHussainan, Assistant Professor & ACPC Manager.

Purpose

- The seminar aimed to shed light on Kuwait Vision 2035 and the essential role of graduates in building a sustainable economy.

Audience

- Senior AU management, faculty, Kuwaiti dignitaries, and industry stakeholders.

2.0 PLANNING PHASES

The Career Fair & Seminar's planning, execution, and evaluation spanned multiple phases to ensure a successful event. These phases are outlined below.

2.1 Phase One: Initial Planning & Coordination

2.1.1 Formation of Organizing Committee

A multidisciplinary committee was formed, including members from the Marketing & PR, IT, Student Affairs, Security, Health and Safety, and several other departments.

2.1.2 Defining Objectives and Scope

The objectives were set to attract a diverse pool of companies and provide students and alumni with meaningful engagement opportunities.

2.1.3 Budget Planning

The event was financially structured with multiple sponsorship levels (Platinum, Gold, Silver, Participant) to accommodate different support levels, helping manage costs for venue setup, security, and other logistics.

2.1.4 Marketing and Public Relations Collaboration

Promotional materials included booklets, flyers, posters, banners, trophies, and certificates. Social media, website announcements, and media advertisements were also utilized to engage both internal and external audiences effectively.

2.2 Phase Two: University Departmental Collaborations

2.2.1 Information Technology – IT

The IT team managed online registration systems for students and companies, and provided technical support during the event.

2.2.2 Student Affairs & Student Life

Student Affairs coordinated student volunteers, who played roles in guiding attendees and assisting with logistics.

2.2.3 Security, Health, and Safety

A comprehensive safety plan was implemented, in coordination with local health authorities to ensure a safe environment.

2.3 Phase Three: Marketing & Promotion

2.3.1 Marketing Strategy

A targeted marketing plan was deployed, reaching out through university channels, email, social media, and posters around campus.

2.3.2 Local Media Agencies

Local news agencies were invited to cover the event, contributing to its success by enhancing visibility and public engagement.

2.4 Phase Four: Logistics & Operations

2.4.1 Venue Management

The venue was arranged for booths, stages, and seating, with a clear layout to optimize navigation and interaction.

2.5 Phase Five: Implementation

2.5.1 Running the Career Fair

The fair commenced at 9:00 AM and ran until 4:00 PM on October 24, with a help desk available for attendee support. Regular checks ensured a smooth experience for all attendees.

2.6 Phase Six: Post-Event Activities

2.6.1 Feedback and Evaluation

Feedback was collected from students, companies, and faculty to assess the event's effectiveness and gather improvement suggestions for future fairs.

3.0 CAREER FAIR HIGHLIGHTS

3.1 Key Seminar Takeaways

The seminar, moderated by **Dr. Omar AlHussainan**, presented insights on Kuwait Vision 2035, emphasizing the pivotal role of graduates in advancing the Kuwaiti economy.

- **Eng. Sager Al Sharhan** highlighted the necessity of equipping students with market-relevant skills, especially in cybersecurity and AI.
- **Ms. Hoda AlBaqshi** pointed out the saturated public sector and urged for a cultural shift toward private sector employment.
- **Commodore Sheikh Mubarak Al Sabah** discussed youth empowerment and proposed the establishment of idea incubators to support young innovators.
- **Mr. Fahad Mutlaq AlSheraian** emphasized the need for leadership capable of making well-informed decisions aligned with Kuwait Vision 2035.

4.0 BENEFITS AND IMPACT

4.1 Benefits for Students

- **Networking Opportunities** – Students connected with potential employers, learned about industry trends, and exchanged contact information for future opportunities.
- **Real-World Exposure** – The event offered students firsthand insight into the skills required by different sectors.
- **Interview Experience** – Many companies conducted on-the-spot interviews, providing students with invaluable interview practice.

4.2 Benefits for Alumni

- **Career Advancement** – Alumni explored new career paths and advanced opportunities.
- **Networking with AU** – Strengthening ties with the university encouraged alumni to support student growth.

4.3 Benefits for Faculty and Staff

- **Industry Insights** – Faculty gained valuable insights into current trends, helping refine curriculum development.
- **Partnership Opportunities** – Potential research collaborations and internships were explored.

4.4 Publicity and Community Engagement

- **Enhanced Reputation** – The fair boosted AU's image as a career-driven institution, attracting local and regional attention.
- **Local Economic Boost** – The event stimulated the local economy by drawing companies and visitors.
- **Media Coverage** – Coverage from local media highlighted AU's commitment to career readiness and community engagement.

5.0 DATA COLLECTION

COMPANY NAMES	NO. OF CV'S COLLECTED
Advanced Industrial Manufacturing	110
Boubyan Bank	56
T'Azur Takaful Insurance Co.	73
Commercial Bank of Kuwait (CBK)	270
Agility Logistics	40
AIESEC	100
AlHasawi Group	95
Ali Abdulwahab Al Mutawa	135
AlMailam Group	56
AlNasser & Al Nashie United Company	70
AlSadi Engineering Consultants	90
AlSayer Franchising	133
Asnan Tower	25
BIG Holding	22
City Hypermarket	50
Dawrat	6
Diyar United Company	30
Eastern United Petroleum Services (EUPS)	113
Edvantage	5
Flare Fitness	30
Forvis/Mazars	10
General Electric (GE)	6
Huawei	107
Injaz Kuwait	30
Jazeera Airways	107
Kuwait Packing Materials Manufacturing Company (K-PAK)	59
National Aviation Services (NAS)	70
Ordable	60
Paydoo	50
Schlumberger (SLB)	183
Seeds Academy	15
Union of Investment Companies (UIC)	30
Veolia	123
Kuwait Innovation Center	30
Kuwait Saudi Pharmaceuticals Industries Company	145
Al Seedawi	70
TOTAL	<u>2,604</u>

6.0 MEDIA AND PUBLIC RESPONSE

The fair was covered by AlQabas, AlRai, Al-Jarida, Annahar plus various social media platforms/accounts which highlighted the participation of over 60 companies and the involvement of Australian Ambassador H.E. Melissa Kelly, Minister of Higher Education and Scientific Research & Education H.E. Nader Al Jalal (represented by Dr. Adel AlBader), and other dignitaries. The event was well-received for fostering networking and exploring career paths, with high-caliber companies, organizations and authorities taking part in the events.

MEDIA AGENCY	LINK
Arab Times	✓ 
Xinhua	✓ 
AlJarida	✓ 
AlRai	✓ 
AlSeyassah	✓ 
AlQabas	✓ 
EduNewsKw	✓  < Instagram

7.0 CONCLUSION

The 2024 AU Career Fair was a successful initiative that not only connected students and alumni with career opportunities but also positioned the university as a crucial link in Kuwait's Vision 2035 journey. With continuous support, the fair is set to grow as a vital resource for AU's students, alumni, and the broader Kuwaiti community.

8.2 Seminar of 2024 Post






SEMINAR

CAREER FAIR 2024

EMPOWERING KUWAIT'S FUTURE:

Students' role in realizing Kuwait's vision 2035

This seminar is intended to serve as a platform for dialogue and collaboration, empowering students and faculty to actively participate in Kuwait's journey towards achieving its Vision 2035. By aligning educational initiatives with the nation's goals, we aim to foster a generation of skilled professionals poised to drive Kuwait's prosperity and progress.

Keynote Speaker:

- Prof. Isam Zabalawi
AU President

Guest Speaker Panel:

- Eng. Sager AlSharhan
- Commodore Sheikh Mubarak AlSabah
- Mr. Fahad AlSheraian
- Ms. Huda Al-Baqshi

Moderator:

- Dr. Omar AlHussainan
Assistant Professor of Banking, Finance and Accounting
Manager of the Alumni & Career Placement Center – ACPC



Thursday, October 24, 2024



10:00 AM - 12:00 PM



AU Auditorium, Building 1

8.3 Agenda of Career Fair & Seminar of 2024

Time	Event
9:00 AM to 9:45 AM	Ribbon cutting and official opening of the Career Fair of 2024 - CF24. Building Six Aviation Hangar (B6-H). The CF24 will be running to 05:00PM.
9:45 AM to 10:00 AM	All intended representatives head to the seminar. Building One Auditorium (B1-A).
10:00 AM to 10:02 AM	Manager of the ACPC starts the seminar and welcomes all attendees.
10:00 AM to 10:05 AM	Master of Ceremonies - MC Introduces Keynote Speaker & Guest Speakers.
10:00 AM to 10:15 AM	Prof. Isam Zabalawi; President of the Australian University - AU Delivers a keynote as he will welcome all guests/attendees & present a brief presentation related to Kuwait Vision 2035.
10:15 AM to 10:55 AM	Eng. Sager AlSharhan & Ms. Huda AlBaqshi Discuss with the moderator matters related to the role of the private & public sector in relation to Kuwait Vision 2035, and opportunities/challenges for students in contributing to economic growth.
10:55 AM to 11:25 AM	Mr. Fahad Mutlaq AlSheraian & Commodore. Sheikh Mubarak AlSabah Discuss with the moderator matters related to the strategies for aligning education with Kuwait Vision 2035 goals, the importance of multidisciplinary skills, and how students can actively participate in Kuwait's economic transformation.
11:25 AM to 11:40 AM	Open floor for attendees to ask questions to the speakers.
11:40 AM to 11:50 AM	Closing remarks by the speakers & moderator.
11:50 AM to 12:00 PM	Prayers period - Dhuhr.
12:00 PM	Lunch for all sponsors & participants. Back Entrance of Building Six Hanger (B6-H).
5:00 PM	End of CF24 event.

8.4 Floor Map of the Career Fair of 2024



