

8:15am	Registration		
8:45am	Welcome & Overview	Arts, Journalism & Commerce <i>Building 20.1</i> Mr Martin Smith – Head, Careers Central	
8:50am	Vice Chancellor's Address	Professor Paul Wellings	
9:00am	Keynote Speaker	Arts, Journalism & Commerce <i>Building 20.1</i> Peter Tatham Executive Director of the Career Industry Council of Australia	What are the changes occurring within the labour market and how does this impact on your career options and career success into the future? How can you position yourself to increase your employability and appeal to graduate employers, and how will an entrepreneurial approach put you in a strong position? Wisdom, strategies and tips – a potent mix to ensure your career readiness.
10:00am	Professional Branding: Building Your Personal Brand Digital Profiling : Explore how LinkedIn can Impact Graduate Career Development and Entry into the Labour Market	Arts, Journalism & Commerce <i>Building 20.1</i> Jane Evans Founder and Managing Director, <i>You, Me + Us</i> - specialists in personal branding for the digital age.	You, Me + Us is a personal branding service designed to help executives, graduates, entrepreneurs and industry leaders differentiate themselves in the digital realm. Learn how to create a professional brand and a strategic online presence to help with your job searching and career building. Learn how to Ensure Employers Can Find You/What's Your Visibility?
11am-11:15am	MORNING TEA		
11:15am	Job Search: How to Start & Where to Look Graduate Programs 2012: Tips & Tricks	Arts, Journalism & Commerce <i>Building 20.1</i> Andrea Culligan CEO, Unimail 2009 Telstra NSW Young Businesswoman of the Year. 2009 Telstra's NSW MYOB Small Business of the Year.	There are no short cuts to job seeking success, nor is there to building up sustainable and meaningful networks and to developing your personal brand. Whilst technology makes it easier to get your message out there, it doesn't mean that you will get results if preliminary work has not gone in beforehand. Learn about strategies that work.
12:15pm	What Employers are Looking For: Panel Discussion and Q&A A panel of employers will provide insights into the recruitment process, what they look for and how to deliver on the job.	Arts & Journalism <i>Bld 24-G01</i> Dominic Riordan Senior Manager Policy & Governance, UOW Jennifer White Special Projects Journalist, Illawarra Mercury Melissa Abu-Gazaleh Managing Director, Top Blokes Foundation Elicia Ford	Commerce <i>Bld 24- G02</i> Mr Peter Buckley B&D Operations Manager, Thomas & Coffey Ltd Anita Mulrooney GM Marketing & Communications, Peoplecare Jason Keir General Manager, Medibank Health Solutions Andrew Love

		Team Leader, Smith Family Peter Riley NSW/ACT Emergency Coverage Coordinator, Local Radio Regional Content Manager 97.3 ABC Illawarra Julie Smith Corporate Communications Manager, Australian Tourism Export Council		Regional Banking Executive, National Australia Bank		
1:15pm- 1:45pm	LUNCH					
1:45pm	How to Catch the Attention of Employers: Job Seeking documents - Industry Experts / Recruitment Agencies Learn how to create and shape your cover letter and resume, and discover how to address selection criteria and display your skills, knowledge and experience tailored to the job you are applying for.	Interest Group <i>Bld 24- 101</i> Humanities Social Sciences Languages Public Policy Psychology	Interest Group <i>Bld 24- 102</i> Marketing Advertising Communications Media/PR Journalism	Interest Group <i>Bld 24- 103</i> HR Business Management	Interest Group <i>Bld 24- 104</i> Financial Services Economics Accounting	Interest Group <i>Bld 24-105</i> Event Mgmt Hospitality Tourism
3:45pm- 4:00pm	STRETCH BREAK					
4:00pm	Graduates Tell Their Story & Panel Discussion A panel of former UOW Bachelor of Arts & Commerce students talk about their individual journeys since graduating, what their jobs entail, and lessons learned along the way.	Arts & Journalism <i>Bld 24- G01</i> Kate McIlwain Education Reporter, Illawarra Mercury Tye McMahon Acting Senior Strategy Advisor, City of Sydney Jessica Aldred Marketing Specialist, Institute of Chartered Accountants Leanne Budd NSW/ACT Media Manager, Mission Australia		Commerce <i>Bld 24-G02</i> Geoff Rooney Manager Financial Services, Ernst & Young Lauren Ross Compliance Manager, Australia & New Zealand, Travelex Ltd Nicholas Battaerd Senior Consultant, PricewaterhouseCoopers Courtney Butler Marketing Coordinator, Skydive the Beach		
5:00pm	Close and Summary of Day 1	Arts & Journalism Martin Smith <i>Bld 24-G01</i>		Commerce Jennifer Buckley <i>Bld 24-G02</i>		

DAY TWO- Thursday, 12th April 2012

Arts, Journalism & Commerce

9:00am-10:00am	<p>Understanding the Economy & the Labour Market:</p> <ul style="list-style-type: none"> • NGOs vs Not for Profit vs SMEs vs Large Corporations • Statistics • Graduate Destinations 	<p>Arts, Journalism & Commerce <i>Building 20.1</i></p> <p>Steve Rawling AM Principal CAS Consulting</p>				<p>Everyone knows that the labour market has changed, and is changing, (almost by the day, if one believes the media). Just how much of the traditional labour market has disappeared? In particular, do graduates face radically different prospects from their predecessors?</p> <p>Who actually recruits graduates – big corporations and government agencies, not for profit organisations, small and medium enterprises? What can labour market statistics and particularly the Graduate Destination Survey tell us? What are the major sources for good information about the labour market and graduate prospects?</p>
10:00am-11:00am	<p>Job Application Review</p> <p>Review the job application: covering letter/email, resume and responses to selection criteria that you completed for homework to ensure your job application is tailored to the position applied for.</p>	<p>Interest Group <i>Bld 24- 101</i></p> <p>Humanities Social Sciences Languages Public Policy Psychology</p>	<p>Interest Group <i>Bld 24- 102</i></p> <p>Marketing Advertising Communications Media/PR Journalism</p>	<p>Interest Group <i>Bld 24- 103</i></p> <p>HR Business Management</p>	<p>Interest Group <i>Bld 24- 104</i></p> <p>Financial Services Economics Accounting</p>	<p>Interest Group <i>Bld 24- 105</i></p> <p>Event Mgmt Hospitality Tourism</p>
11:00am-11:15am	MORNING TEA					
11:15am-1:15pm	<p>Effective Interview Techniques</p> <p>Employers value candidates who are prepared and passionate. Learn how to present yourself confidently, structure your answers and make the best impression possible.</p>	<p>Interest Group <i>Bld 24- 101</i></p> <p>Humanities Social Sciences Languages</p>	<p>Interest Group <i>Bld 24- 102</i></p> <p>Marketing Advertising Communications Media/PR Journalism</p>	<p>Interest Group <i>Bld 24- 103</i></p> <p>HR Business Management</p>	<p>Interest Group <i>Bld 24- 104</i></p> <p>Financial Services Economics Accounting</p>	<p>Interest Group <i>Bld 24- 105</i></p> <p>Event Mgmt Hospitality Tourism</p>
1:15pm-2:00pm	LUNCH					
2:00pm	<p>Psychology in the Recruitment Market:</p> <p>Psychometric Testing and How Employers Use Psychometric Tests to Select Candidates</p>	<p>Arts, Journalism & Commerce <i>Building 20.1</i></p> <p>Chris Apps Director and Principal Psychologist, Fermion</p>		<p>Employers want you to share similar characteristics to their high performers. They often use psychometric tests (aptitude tests and personality tests) to assess how you fit with the organisation and to reliably predict whether the employer and employee will be able to meet each others needs.</p>		

3:00pm	The Polished Professional: Dressing for Success	Commerce <i>Building 20.1</i> Soraya Raju Image Consultant, Strategic Style	Image matters in business. It communicates your success without saying a word. Your clothes, grooming and mannerisms have the potential to convey messages that promote, rather than hinder future opportunities. Find out how an investment in yourself and your wardrobe can lead to a big payoff in your career.
4:00pm	Mock Interviews	Commerce -Bld 24- G01 <i>Interview Panels</i>	A mock interview is one of the best ways to prepare for an actual employment interview. It will help you learn what is expected in a real world scenario, and how you can improve the way you present yourself. The interview panel will provide constructive feedback on all aspects of the interview process.
3:00pm	Mock Interviews	Arts & Journalism - Bld 24- G01 <i>Interview Panels</i>	A mock interview is one of the best ways to prepare for an actual employment interview. It will help you learn what is expected in a real world scenario, and how you can improve the way you present yourself. The interview panel will provide constructive feedback on all aspects of the interview process.
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5:00pm – 6:00pm	Wrap-Up/Feedback & Networking Function for Interviewers, Presenters & Arts and Commerce Participants <i>67 Dining</i>		