



## Employer Frequently Asked Questions (FAQs) for March 31st

### 1. What is LiveWorkDetroit!?

BRAIN GAIN! LiveWorkDetroit! (LWD!) is an effort to connect Michigan's college graduates to new opportunities in Detroit and promote the city as a post-graduation talent destination. The program exists on two levels:

- 1) LWD! are day-long events in Detroit and serve as an opportunity for graduating students to learn about living/working in the city. Not one event is the same, but each event includes an employer networking segment to help connect graduating talent with Detroit's hiring employers.
- 2) ) LWD! On Campus efforts to promote Detroit and LiveWorkDetroit! through our Student Ambassadors program. For more information, contact us! Opportunities are also available for students to get involved as [LiveWorkDetroit! Student Ambassadors](#).

### 2. What is the format of a typical LWD! event?

The typical LWD! day includes a tour of the best places to live, work, and play in Detroit. Along the way, students will meet entrepreneurs and professionals who call the city home. The day will include a career networking reception with Detroit employers, community leaders, and young professionals. Please see the LWD! website for a date-specific detailed agenda at [www.mitalent.org/LiveWorkDetroit](http://www.mitalent.org/LiveWorkDetroit).

Each academic school year, LWD! hosts several industry/career specific events in Detroit. Each event's agenda vary so employers and students are encouraged to attend more than one!

### 3. Are there sponsorship opportunities?

Yes! Please contact [TalentTeam@michigan.org](mailto:TalentTeam@michigan.org). Potential sponsorship methods:

- 1) "In-kind" donations related to expenses for LWD! events (venues, food, etc)
- 2) If employers are interested in candidates in the LiveWorkDetroit! resume list or students that might be located outside of the state, there are opportunities to pay for their travel/hotel expenses to bring them to a LWD! event to experience Detroit.

### 4. Why should I participate in a LWD! event?

LiveWorkDetroit! is a great resource for recruiting degreed candidates to your organization! Additionally, employer participation is crucial to the success of our events: The more Detroit employers we have at an event, the more successful our program is in showcasing Detroit a post-graduation destination and as an opportunity city.

### 5. Can you describe in more detail the career networking reception?

The employer networking segment from 12noon -2:00pm on March 31<sup>st</sup> is an opportunity for you to connect with soon-to-be graduates and recent graduates from undergraduate programs, graduate programs, and community



colleges. As an employer you will be given a table at the event where you can connect with students and share information on opportunities available within your company.

**6. How do I access student resumes?**

Prior to and after the event, LiveWorkDetroit! will send you a link to student resumes. You will also have access to student resumes from all LiveWorkDetroit! events through this link.

**7. May I ride the tour buses with the students?**

Yes, but because space is limited, please let us know at least a week before an event.

**8. How do I register for a LWD! event?**

To register for an event, please visit our website: [www.mitalent.org/LiveWorkDetroit](http://www.mitalent.org/LiveWorkDetroit) and click on the employer registration.

**9. What do I do if I receive a registration error?**

If you receive a registration error, please contact us at [TalentTeam@michigan.org](mailto:TalentTeam@michigan.org) to assist you in the registration process. You may also contact our Call Center at 1.888.522.0103 and ask to be routed to Lauren Clay.

**10. Is there a fee to participate?**

Yes, there is a \$50 registration fee, payable by debit or credit card at the time of registration, which covers one attendee. Each additional attendee registered (from the same company) is an additional \$15, also payable at registration. As a participating employer, you receive:

- An employer information table where you can share literature, connect with students, and discuss opportunities available with your company
- Inclusion as a Participating Employer on our website
- Access to an online database of resumes of every student that attends that LWD! event
- Validated parking and lunch at the event

**11. What types of candidates will be at the events?**

LWD! events target college juniors seniors, graduate students, community college students, recently graduated students, and job seeking young professionals. Sophomores and freshmen also attend but the bulk of the participants will be graduating soon or within a year or at most two years. Past events that were similar to LWD! drew a variety of backgrounds and schools. The event on March 31<sup>st</sup> has a general industry focus and will tend to have a mixture. Talent matching is a self-selection process. Students tend to wait and see which employers have committed, then they will register based on the employer roster. The LWD! website is updated with employer links as employers register.



**12. What time should I arrive for the March 31<sup>st</sup> event, and what is the set-up? How will I get information on what to expect on the day of the event?**

Employers may arrive anytime after 11:00am at The Rattlesnake located at 300 River Place, Detroit. The event officially begins at 12 noon for students and students may arrive before noon since we have multiple buses arriving from various campuses across the state. We strongly advise employers to arrive no later than 11:30am. We will send you detailed information about wifi access, table size, outlets, parking, etc in your registration confirmation. Additionally, a pre-event call and net meeting takes place on Friday, March 30 at 11am; once you register, call in information will be provided.