



DEMONTFORT UNIVERSITY CAREERS FAIR

# Demontfort University Careers Fair

CAREERS FAIR

## The experience of Demontfort Careers Fair

Upon arriving at Demontfort University we were greeted by wonderful modern architecture surrounding a huge campus resembling a miniature town! Secluded in the surrounding silver brass buildings was a greenery and river where you could see students relaxing between lectures, the first impression of these students was the fact they were smiling and seemed very happy, it was clear this was an outstanding University and would no doubt have eager students attending the careers fair! We were greeted by student ambassadors who were very helpful and guided us to our set up point, the hall was very large and we knew this would be a busy and successful careers fair. As soon as we were set up and ready to go the flow of students began, which in fact, did not stop until the end of the day! F&Y Consultant stand was situated in the working abroad isle, most of which were for teaching roles in China. However, this did not phase us and it was a pleasure to get to know the other companies! F&Y Consultant however, still maintained a unique selling point, as being the only teaching in China company based in the UK. This meant we could engage with the students being native English speakers ourselves, and of course, the fact we could offer a private service within the recruitment

process from start to finish. The students were very keen to learn more about the opportunities we had on offer and the flow of questions and answers was very positive throughout the day. So much so, that we ran out of application forms very early on in the day!

The second day proved to be just as busy, if not more! We were all very prepared, in fact we did not sit down for the entire day! We had students returning with their friends asking to register and to learn more about F&Y Consultant Ltd. We were all so pleased at the success rate of the careers fair and it was a great pleasure meeting all of the students. F&Y Consultant Ltd had an increased number of students studying education that were very interested in teaching in China, we assured them this would be great for their career and also such a wonderful personal experience too! We also received a great volume of students registering who were studying the arts, business and sciences, they saw this as a great opportunity, perhaps an experience to have before they settle into the corporate world.



Set up and ready to go!



Careers Fair Hall

# Feedback from the students!

The feedback from the students was very positive and has provided F&Y Consultant with a clearer picture of what graduates expect from employment, whether they are interested in working abroad and what benefits they are interested in.

- “I really want to travel once I graduate but I wasn’t sure how I could afford it, I had no idea I could consider working abroad to fund this”
- “I want to go into teaching but I also want to travel, this would be such a great way to do this!”
- “I thought you had to have a degree in English to do this, now I feel I have more options open to me!”
- “I thought I would have to speak Chinese! To know I don’t and to know I could for free if I wanted to,
  
- “I came to the careers fair as I really don’t know what I want to do once I graduate, I have definitely considered working abroad but I’m not sure what work I want to do, I will take a brochure and read through it at home. After speaking with you I am more inclined to register but I still need more time”
- “your signs are very clear, unlike others I have seen where I have had to play the guessing game to find out what they are offering”
- “this has opened my mind to new ideas, ones that I thought would not be a possibility for me”
- “it is great speaking to someone who has done this themselves, I can get a clearer picture of what to expect”
- “I would like to be in contact once I graduate to find out about vacancies”
- “I now have an expanded knowledge of what is on offer to me once I graduate”



makes me feel more confident about possibly teaching in China”

- “The working hours on offer are great! It would mean I would have free time to explore China!”
- “I feel really informed and feel like I can go away from this and actually

make a decision on what I’m doing once I graduate”

- “With accommodation paid for, I could save my wages, travel and have a full experience of China while still working!”



## VACANCIES IN CHINA

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#### HEADING 4



#### F&Y Consultant Ltd stand

Students showing a great interest in F&Y Consultant

To begin with we offered the students a chance to look through the brochure, this meant they didn't feel a sense of pressure to engage with us in conversation if they were not interested. However, many students were interested, meaning we could have a detailed conversation on each aspect of the job role on offer including, visas, what TEFL is and how to get it, all about the cities we have school contracts with in China, salaries and benefits. This in turn meant the students were walking away with detailed knowledge of F&Y Consultant, rather than simply reading a flyer/brochure! One of F&Y Consultant representatives was able to give first-hand experience on teaching English in China, as she had previously done this herself, before becoming a recruitment specialist for teaching roles in China. This



#### F&Y Consultant Ltd stand

Students registering with F&Y Consultant Ltd

meant as a whole F&Y Consultant were able to give detailed information on how to become TEFL certified along with details of the course, the exact steps needed to take to get all the visas in place, tips on lesson planning and tips on top things to do in China! The students were intrigued by the benefits on offer including all living expenses covered (rent & utilities), flights reimbursement and a higher average wage. Many students in fact couldn't believe this and asked "what's the catch?" It was a pleasure to reassure them that there was no catch and this opportunity was as real to them as any other employer at this careers fair!

The graduates we spoke to also expressed a fear of entering the corporate world; the political changes and the affect this has had, or will have, on the employment industry. They felt they were leaving university with an uncertain future ahead of them. However, once we could engage with these students and help them as best we can, even if that was to send them to another employer best suited for their needs, it became clear there are still so many UK companies seeking graduates for employment. The careers fair had a very friendly atmosphere, each company ready to send students in the right direction to different stands for specific needs, F&Y Consultant Ltd included.

There was a trend in the questions asked by the students which are as follows:

1. My degree is not in education, can I still do this?
2. Do I need to speak Chinese?
3. What is TEFL and how do I get it?

These questions enabled us to attend day two fully prepared. We printed out flyers on what TEFL is and how to get it, we printed out posters explaining the importance of not having to speak Chinese and we made it clear on our flyers that any degree subject was accepted for a requirement. This resulted in double the amount of interest/registration from day one and a further increase in students approaching F&Y Consultant Ltd. Stand.



## Evaluation

F&Y Consultant Ltd. Has gained a great insight into the graduate recruitment domain while attending Demontfort University recruitment fair, along with some great knowledge of what graduates are expecting from future employment and their interest in working abroad. It is clear that many graduates see this opportunity as a chance to earn while they travel and to gain not just career experience, yet crucial life experiences too! It was vital to see what other UK companies have on offer to graduates to ensure a thorough understanding of the competitive market, also to ensure F&Y Consultant Ltd. provide an ongoing unique selling point. The feedback we received from the graduates was excellent enabling us to create opportunities especially catered for graduates and marketing materials, F&Y Consultant had many graduates registering on our database, some of whom will not graduate till the following year, our promise to these students was to keep in touch regularly through our blogs and email system, keeping them up to date on all our vacancies and schools we have contracts with along with all the exciting experiences they can expect to have in China! The overall experience of Demontfort University recruitment

fair was very positive and was a great way to learn, this being our second one, on what to expect and any improvements that were needed for our next University fair. Demontfort University staff and student ambassadors were very accommodating and the overall flow of the careers fair ran very smoothly, there was a constant stream of people giving us the opportunity to engage with as many students as possible. This was a very valuable use of time to network not only with students, yet other employers and companies. F&Y Consultant has now established a strong presence within the graduate recruitment domain and prides oneself on the service on offer to graduates; a paid teaching role with superb benefits and the once in a lifetime opportunity to travel China! No catch, except you must



enjoy yourself, take plenty of photos and videos and share your experience!

### FOR MORE INFORMATION

Please visit:

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