



Tuesday, October 12, 2010, 9am-4pm
Northwestern Mutual Financial Network - Dallas

MORNING: Internship Best Practices

Learn How To:

- Take advantage of student employment and save money on short term projects
- Identify future hires with the only no-strings-attached 12-week interview
- Create and maintain a pipeline of highly qualified and educated full-time job candidates
- Increase organization's brand awareness on college campuses
- Build long-lasting relationships with local universities

Topics Include:

- Understand and communicate with Millennial generation
- Make business case for internship programming
- Gain executive level support
- Plan for the best time of year to host interns
- Structure internship projects, assignments, and tasks
- Choose the most appropriate supervisor
- Target the most fitting universities
- Marketing the internship opportunity to students
- Interview and select intern candidates
- Provide out-of-the-ordinary orientation programming
- Compensate and provide benefits to interns
- Evaluate and provide feedback to interns
- Gain valuable data regarding performance of internship program
- Navigate the legal environment of internships
- Gain organizational diversity through internships

AFTERNOON: Entry-Level Talent Secrets

Learn How To:

- Implement recruiting strategies increasing knowledge capital of organization, while saving money on labor costs
- Complement existing talent management initiatives that focus on internal promotion and external hiring practices
- Ensure successful & effective on-boarding experience for qualified & educated full-time/entry-level candidates
- Mitigate risk associated with shifting workforce demographics and the related loss of talent

Topics Include:

- Build business case for full-time entry talent development program
- Design a program and its supporting infrastructure
- Achieve strategic diversity initiatives
- Develop incumbent workforce utilizing mentors/coaches to recent entry-talent hires
- Implement meaningful corporate governance structure
- Recruit and select program participants
- Create effective performance management programs
- Design and execute a successful "First 90 Days" on-boarding and orientation program
- Implement effective career and professional development programming
- Build an effective assessment and evaluation process
- Establish organization infrastructure required for successful transition into "Life After the Program"
- Design effective retention strategies and not fall victim to "Millennial job-hopping"

Free copy of book
Total Internship Management
(\$40 value)

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