

NEWS RELEASE

Wilfrid Laurier University



Contacts: Julia Ann Easley
WLU Information Officer
(519) 884-0710 ext. 3070

Sept. 28, 1994
77-1994

Joint career fair for postsecondary students draws 90 employers

Waterloo (Sept. 28) — Ontario's largest career fair — organized by three universities and one college — will draw more than 90 employers from as far away as Washington, Quebec, and British Columbia to Kitchener on Tuesday, Oct. 4.

More than 3,000 students are expected to attend "Partnerships for Employment" in Marshall Hall at Bingemans Conference and Recreation Centre from 10 a.m. to 4 p.m. Specially chartered buses will transport students from the University of Guelph, the University of Waterloo, Wilfrid Laurier University, and Conestoga College.

Jan Basso, director of co-operative education and career services at Laurier, says the high interest from employers and increased job postings at the institutions signal an improvement in the job market. In February, 55 employers attended a joint job fair.

Lloyd Ross, acting associate director of career services at Guelph, says Tuesday's event will provide students with exposure to employers who might not traditionally recruit on their campus and give employers easier access to a larger pool of students.

Employers see the career fair as an opportunity to get an impression of the graduating class and market themselves to all students. Participating companies include Microsoft, Procter & Gamble, Union Gas Ltd., Agriculture and Agri-Food Canada, Corn Dev, and Price Waterhouse.

"We'll explain the types of skills we look for and the kinds of career opportunities we have," says Jerome Walker, who is responsible for recruitment for the Royal Bank of Canada outside of Toronto. "The fair will also give us an opportunity to sell our bank as a great place to work."

Basso says attending the fair is of value to all students. "Students at all levels can research job requirements, career paths, and opportunities," she says. "Graduating students will be especially interested in recruitment plans for 1995."

Later in the year, employers will visit the campuses to interview graduating students.

Human Resources Development Canada sponsored the publication of student guidebooks with background information on the participating companies.

The career fair is open to students and alumni of the four institutions.

- 30 -