

IBA

Institute of
Business Administration
Karachi



Leadership and Ideas for Tomorrow

IBA VIRTUAL CAREER FAIR 2021 POST EVENT REPORT



IBA
Career Development
Center



ALUMNI
PLACEMENT
SOCIETY

About

Amidst a raging pandemic where social distancing and working from home has become the new norm, the IBA Career Development Center and the IBA Alumni & Placement Society presented one-of-its kind, Virtual Career Fair 2021. For the first time, the Fair was entirely virtual, where students and employers were connected on an interactive platform. All the participants attended the event from the comfort of their homes and offices.

The recruiters customized their virtual kiosks with vibrant graphics, engaging videos and useful information. Among the many facilities available for exhibitors, the virtual fair consisted of interactive group chat sessions where they could interact with the participants. Student and graduate profiles were searchable and downloadable to participating employers. The students and alumni were able to access and download all relevant documents in their virtual swag bag, apply for posted vacancies, and talk to the booth representatives via audio and video chat.

Key features of the event:

- Interactive virtual booths
- Downloadable content and resources for visitors
- Branding spaces to display products and services
- Group chat with live Q&A
- One-on-one chat capabilities
- Live and pre-recorded webinars
- Mobile compatible virtual platform
- Event reports to track the event ROI
- Live webcasting capabilities with attendee Q&A
- Access to exhibitors' virtual booths
- Networking with partnered exhibitors
- 200+ career opportunities
- Personalized career advisory services
- Discounts, coupons and much more

Highlights

Attendee's Highlights

STUDENTS FOOTFALL

2940

ALUMNI FOOTFALL

414

COMPANY REPRESENTATIVES

271

NO.OF COMPANIES

54

Auditorium's Highlights

Another exciting feature of this year's career fair were the webinar sessions in which various professionals talked about their corporate culture, career opportunities and other wide range of topics which benefitted the audience to better prepare themselves for the corporate world.

13

SPEAKERS



5

SESSIONS



911

VIEWS



*



Hira Osman

Head of Culture and Talents
DH Corporation

*Any organisation that is flourishing today
has inculcated a culture of curiosity.
Therefore, we need to encourage people
to ask questions.*

Irfan Virk

CEO
NorthBay



*To be a leader in one paradigm,
one has to keep an eye on the next
paradigm.*



Sana Rauf

Expert Talent
Jazz

*Always quote an expected salary figure
that you can justify during an interview.*

SHAMOON CHAUDRY

CFO

DH Corporation

*Good informed decisions are a
result of curiosity.*



Rahila Narejo

Director

Narejo HR

*If you do not have a LinkedIn profile,
you simply do not exist in the business
world.*



TITLE

About NorthBay



VIEWS

242

NorthBay



SPEAKERS

IRFAN VIRK
CEO

ROGER LYNCH
VP Canadian Delivery Centers

LAXMIKANTH MALLADI
CTO

MARK GARVIE
Regional VP



آغا خان یونیورسٹی

THE AGA KHAN UNIVERSITY



TITLE

*Hub of Aspirations
and Inspirations*



VIEWS

156



SPEAKERS

MARIAM HALAI

Senior Manager, HR Academics

MALIHA MURTAZA

Senior Manager, HR L&OD

OMER SHAHID

Associate, Finance



TITLE

*Inculcating the
Culture of Curiosity*



VIEWS

167



SPEAKERS

SHAMOON CHAUDRY

CFO

GHALIA NASEER

Head of Forums and Engagement

HIRA OSMAN

Head of Culture and Talents

SHARMEEN AHMAD

Associate Special Projects



TITLE

*The Jazz
Experience*



VIEWS

166



SPEAKERS

KOMAL HAYAT

Expert Talent

SANA RAUF

Expert Talent



TITLE

*Let's LinkedIn to
Stand Out*



VIEWS

180



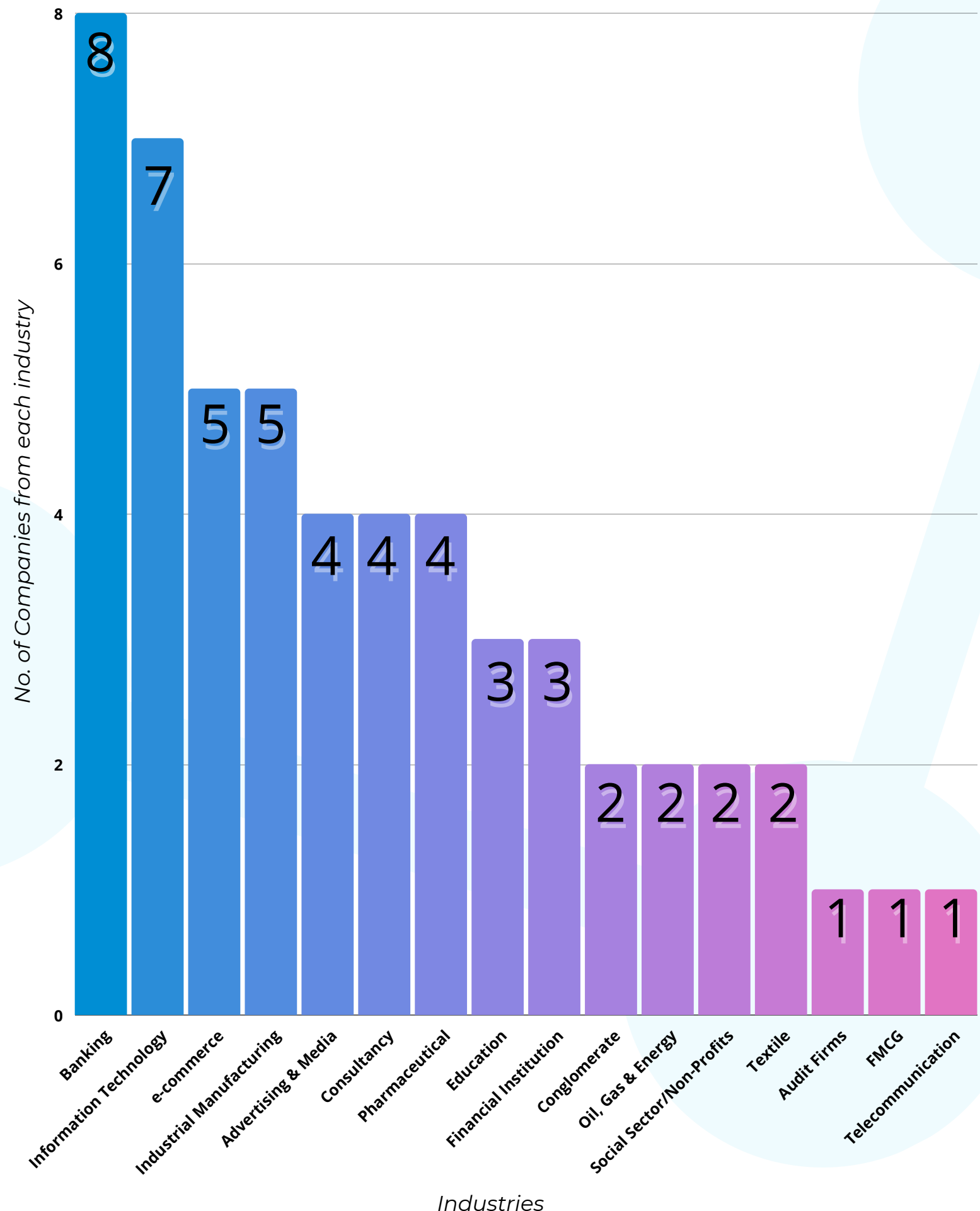
SPEAKERS

RAHILA NAREJO

Director



Industry-wise representation



Booth Activities



53

COMPANIES



3500+

VISITS



4585

**DOCUMENTS COLLECTED BY
ATTENDEES IN SWAG BAG**

THE VIRTUAL BOOTH OFFERED:

- Downloadable content and resources for visitors
- Branding spaces to display products and services
- Group chat with live Q&A
- One-on-one chat capabilities
- Career opportunities

1805

NUMBER OF PUBLIC
CHAT MESSAGES

NUMBER OF PRIVATE
CHAT MESSAGES

5627

7432

TOTAL
CHATS

NUMBER OF
BOOTH VISITS

30687

TOP 5 BOOTHS IN TERMS
OF ATTENDANCE

 foodpanda

930
VISITORS



815
VISITORS



Nestlé
715
VISITORS

LDC.
Louis Dreyfus Company

700
VISITORS



News
686
VISITORS

Career Opportunities

The IBA Career Fair provided the mega opportunity to the attendees to interact and network with potential employers. They discussed about career opportunities, and also applied for job vacancies and internships posted by participating organizations.

Nature of jobs

Full Time
196
JOBS

Part Time
12
INTERNSHIPS

Total
208
VACANCIES

CVs/Applications sent by attendees to employers
10,095

Top job posts considered by Attendees

200 or more applications

421
APPLICATIONS

Internship & Management Trainee Program
GroupM Pakistan (Private) Limited

331
APPLICATIONS

StarTrack 2021 - Internship Program
HUBCO

307
APPLICATIONS

Summer Internship
OIL & GAS DEVELOPMENT COMPANY LTD. (OGDCL)

282
APPLICATIONS

Vacancies at ICI Pakistan
ICI Pakistan Limited

265
APPLICATIONS
Management Trainee
Oxford University Press

260
APPLICATIONS
Fresh Start Summer Internship Program 2021
Dawlance (a subsidiary of Arçelik A.Ş.)

247
APPLICATIONS
Internship (6 Weeks)
Dawood Hercules Corporation Limited

229
APPLICATIONS
Management Trainees
AGP Limited

226
APPLICATIONS
ALFA LEAD 2021 - MT Program
Bank Alfalah

222
APPLICATIONS
New Graduate Development Program
Visa

214
APPLICATIONS
AKU Vacancies
Aga Khan University

Top 10 organizations with most number of applications

637

APPLICANTS

OXFORD
UNIVERSITY PRESS

516

APPLICANTS

LDC.
Louis Dreyfus Company

495

APPLICANTS

group*m*

442

APPLICANTS

GulAhmed

425

APPLICANTS


News

404

APPLICANTS

UBI
where *you* come *first*

365

APPLICANTS

logicose[®]
unlock your true potential

350

APPLICANTS



Bank Alfalah
The Way Forward

331

APPLICANTS

AGP
we value life

331

APPLICANTS


HUBCO

Career Counselling Clinics powered by Bayer Pakistan

A special segment, Career Counselling Clinics supported by our event's learning partner, Bayer Pakistan, engaged 24 career advisors from diverse backgrounds and fields. The experts guided students and alumni in their career exploration & development on a one-on-one basis. The advisors imparted relevant information regarding different industries and responded to their queries through text, voice and video chat facility available on the booth.



24

CAREER ADVISORS

800+

VISITORS

84

**HOURS OF
ADVISORY**

Career Counselling Clinics

Number of students
visited the kiosk 740

Number of alumni
visited the kiosk 74

Total
attendees 814

Number of
career advisors 24

Average one-to-one
session per career advisor 14

One-to-one sessions
taken by students 324

One-to-one sessions
taken by alumni 12

Total one-to-one
sessions taken place 336

Average hour per
advisor 3.5

Total hours of one-to-
one career advisory 84

Communication Impact

Social Media Reach



IBA
Career Development
Center



CDC's Facebook Page 16,296 likes and 16,639 followers



CDC's Facebook Group 8,000 members



CDC's Twitter Page 1,471 followers



CDC's LinkedIn 4,985 connections



CDC's LinkedIn Group 1,728 members



IBA Virtual Career Fair's Event Page 1,000+ followers



IBA Alumni & Placement Society's Facebook Page 8,533 likes and 8,671 followers

Media Coverage

Video Features



Daily Jang - Facebook



Geo News English - Facebook

Article & Posts



Geo News English - Facebook



Geo News - Website



Geo News Instagram

Partners

GOLD PARTNER
FOODPANDA



SILVER PARTNER
LAYS



LEARNING PARTNER
BAYER PAKISTAN



MEDIA PARTNERS

GEO TELEVISION | INTERLINK MULTIMEDIA | JANG MEDIA GROUP



GIFT PARTNERS

VOUCH 365 | NELSON PAINTS



Vouch365[®]
The Ultimate Experience



HI-TEA PARTNERS

PIE IN THE SKY



WEBINAR PARTNERS



PREMIUM EXHIBITORS



Pakistan Kuwait Investment Company (Private) Ltd.

الشركة الباكستانية الكويتية للاستثمار (الخاصة) المحدودة

A joint venture between the Governments of Pakistan and Kuwait



STANDARD EXHIBITORS



ECONOMIC EXHIBITORS



Contact

Career Development Center

Institute of Business Administration
Main Campus Room no. 212, 2nd Floor,
Fauji Foundation Building,
IBA Main Campus, Karachi University,
University Road, Karachi – 75270

Phone:

92-21-38104700 | Ext. 1176, 1177, 1179 & 1183

Email:

cdc@iba.edu.pk

Website:

<https://cdc.iba.edu.pk>

IBA Job Portal:

<https://jobportal.iba.edu.pk>