COMPANY NETWORKING NIGHT (CNN)
Planning Guide

Who Should Attend
CNNs are structured to facilitate networking and introductory conversations between organizations and students. We recommend that you send 1-3 representatives from your organization. Company representatives should include as many hiring managers and/or employees in roles for which the students would be interviewing, as possible. Some traits of an ideal attendee are described below:

- Enthusiasm for your organization and involvement in the recruiting process
- A Stanford GSB alumnus with 2-4 years of experience at your organization and/or
- A hiring manager and/or recruiting coordinator

Who You Will Meet

- Second-Year MBAs: Members of the Class of 2016 (average 4 years of work experience). See their class profile to learn more.
- MSx Fellows: Experienced managers with an average of 12 years of work experience. See their class profile and bios to learn more.

Marketing

The CMC will market this event to students. For organizations wishing to do additional outreach, we encourage using the Employer Communication Tool. Sign into My Recruiter Dashboard to send messages to students interested in selected industries and functions. You may also purchase the Resume Database to obtain student resumes.

Materials

You are able to send materials for your representatives to use during the CNN. Each organization has a 3ft round table, so please do not send anything too large. Our shipping address is:

Stanford Graduate School of Business
Hunter Career Management Center
ATTN: CNN – Your organization's Name
655 Knight Way
Stanford, CA 94305-7298

If you want items returned after the event, please include a completed shipping label.

Day of Logistics

Each organization will be assigned a 36” diameter high round table and a sign bearing the organization’s name and industry. Students will flow throughout the space. Food and beverages (including wine and beer) will be available. Attire should be what you typically wear to work.

Topics Students May Ask About

The representative(s) should be prepared to discuss the following with students:

- A brief organization overview that includes the firm’s headquarters/locations, size, business structure, and culture/values. Articulate what distinguishes you from competitors in your industry and the strategic direction of your organization. Students will be given a company "bio sheet" prior to the event and encouraged to research the attending companies, but please keep in mind that some students do use this event as an opportunity to learn and may ask very basic questions. Please don't be discouraged!
- A summary of your hiring needs including the business groups or locations that will recruit, what functions/positions you offer, and the specifics of any structured program your organization may have. Be sure to highlight unique and exciting features about the training students will receive (e.g. rotations through global offices, exposure to executive-level managers, community service...
opportunities, etc). Inform students whether you offer formalized feedback and mentorship programs.

• A profile of your ideal candidate including work authorization requirements as well as the amount and type of required experience. If you have an interview model that requires student preparation (case interviews, etc.) then inform students now so they can prepare before recruiting begins.

• Insight into the long-term career path at your organization and how the positions offered will factor in their development.

Questions?
Contact your Recruiting Relationship Manager:

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