

IBM zSystems Career Connection – Start Here!

So, you want to organize an IBM zSystems Career Connection event on your university campus or nearby? We have a suite of resources which easily enable students and learners to begin their exciting journey towards a great career!

If there is something you think would be helpful, information that is inaccurate, or any other suggestions to make this kit even better, please reach out to Lucas Sahn (lucas.sahn@ibm.com)!

A zSystems Career Connection (ZCC) is an event designed to engage college students who are focused on zSystems technologies and their career paths. These campus events should be partnerships with the universities, collaborating with the universities office of corporate affairs, department of computer science and/or other relevant organizations/offices on campus (AMC or IEEE chapters, computer science topic clubs etc.)

Suggested timeline for planning:

Timing	Item	Suggestions
5-6 weeks out	Reach out to relevant faculty members	Getting university buy-in will be the crucial first step in your planning process
4-5 weeks out	Lock in a date for the event	While you may not know yet where the event will be or who will be presenting, locking in a date will make the rest of your planning MUCH easier
4 weeks out	Begin outreach to potential speakers	Having speakers physically on your campus will generate the greatest impact on your event attendees. If one or two speakers need to speak virtually, make sure that this possible with the space's set up!
3 weeks out	Lock in a location	You can definitely do this earlier, but be sure to decide on a location for your event no later than 3 weeks before the event
3 weeks out	Launch registration page	Whether you are collecting registrations through Eventbrite, Google Forms, or some other platform - you should now have enough details to create and launch the registration page. *sample questions you should ask your registrants, coming soon*
3 weeks out	Begin promotion with Save the Dates	Now that you have an event date and location, you can begin marketing your event. Create social tiles and flyers to hand out to begin spreading the word. Canva has plenty of free templates to get you started. Your Faculty contacts can help share them!
2 weeks out	Lock in your speakers and agenda	By now you should have heard back from the people you had asked to speak and can create your run of show/ agenda for the event. Go back to your registration page and add this information for new registrants!

		For a sample run of show/agenda click here
2 weeks out	More promotion!	Now that you have your speakers locked in, you can create more specific social tiles and flyers to use to promote your event! Your faculty contacts can help here again!
1 week out	Confirm all details with your faculty contacts, the event location, and your speakers	It doesn't hurt to get together a WebEx, Zoom, or Google Meet call with everyone who has been helpful in planning, and who will be attending as speakers. Here you can answer any final questions and make sure all of the details are covered.
The week of the event	Remind people!	Don't feel like you're bugging people. They registered for your event because they are interested in the content. Remind them 2-3 times throughout the final week (day of the event, day before, and maybe 3 days before)