









## Schedule

The event will be held in person and should not be longer than one to two hours. The organization of an employer workshop event typically follows the outline below:

1. IMA leaders briefly introduce themselves and our guest.
2. Guest gives brief overview on their company, what it does, and what employment opportunities are offered (standard).
3. The guest explains their own background and establishes the importance and value of the skill they're teaching and why they chose it.
4. IMA leaders break up attendees into groups, making sure to create teams with diverse backgrounds and abilities.
5. The guest provides a problem or scenario where the new skill can be applied.
6. Students work on problem in groups as guests observe, help, and give feedback.
7. Time to stop working on the problem is called.
8. Guests and IMA leaders give closing remarks.
9. Event is concluded.

UofSC IMA will choose and reserve venue. No donation is necessary. If our guest has a location in Columbia, SC we would love to host it there!

## What Type of Skill?

The UofSC is interested in hosting workshops that develop a wide variety of skillsets. Both hard skills (ex: using a certain function in Excel, using a dashboard tool in Tableau, or calculating ROI) and soft skills (ex: communicating a complex topic to an unfamiliar audience, respectfully disagreeing with your boss, or overcoming client objections) are good examples. When choosing a skill to practice with our students, **the UofSC IMA strongly recommends asking senior business leaders which skills new recruits are missing in your organization.**

The only material we encourage guests to avoid are those related to the basics of “getting a job” (ex. resume workshop, interview workshop, or networking workshop). The Moore School has robust programs in place to assist with these matters. The skill should:

- Be very specific.
  - Hone-in on a specific tool or scenario that students can practice.
- Be something that you wish your potential employees knew or had.
- Not be related to recruitment.
- Be teachable and practicable by the average student within the time and location constraints.

## How to Plan a Workshop

1. Reach out to business leaders in your organization and find a skill that you would like to teach our students. (See “What Type of Skill?” page for help)
  - a. Identify who in your organization would be interested in and a good fit to host of a workshop event with us.
    - i. There is no minimum or maximum number of guests from one company that the UofSC IMA requires or recommends. But the more the merrier!
2. Plan a meeting between the UofSC IMA student leaders and your team to discuss dates and details.
3. Set and confirm a date for the event with the UofSC IMA team.
4. Show up, teach, network, and have fun. We are excited to host you!