Logo, company name

Description automatically generatedBusiness Horizons 2020 - 2021 Planning Committee

Business Horizons is the twice annual career fair sponsored by the Pamplin College of Business at Virginia Tech.  The career fair is held once in the fall and once in the spring of each year, prior to the onset of On-Campus Interviews (OCI).  In recent years, over 160 companies have attended Business Horizons, utilizing this recruiting opportunity to meet with over 2,000 students.

Business Horizons student committee is student-run, operating with a team of student officers and members organized in the following structure: President, Corporate Correspondence Committee, Hospitality Committee, Logistics Committee, and Marketing Committee. Each committee consists of a Committee chair/leader and then two to three committee members. The Marketing Committee (recently renamed) consists of the Publicity Chair, Webmaster, and two committee members.   The Career Services & Employer Relations Manager serves as the faculty advisor to the Business Horizons team. Please see below for a description of the committees, as well as how many open positions there are within each committee.

The positions are open to students enrolled in the Pamplin College of Business who will not have graduated prior to either of the career fairs and who are enrolled in the Blacksburg campus for both Spring 2021 and Fall 2021.

**A 3.0 Overall GPA (as of end of Spring 2020) is required to be considered for positions on the BH Leadership Team.**

**NOTE:   If you are a freshman student interested in applying, and don’t yet have a GPA at VT, you may still submit the application to be considered. When grades are posted after the conclusion of the fall semester 2020, you will need to have earned at least a 3.0 to continue as a member of the Business Horizons Team, if chosen.**

Interviews for the 2021 planning team are conducted after completed applications and resumes are turned in by the **Application Deadline (Sunday, October 18th at 5:00 P.M.).**  The President and Committee Chairs will conduct interviews. Interviews will take place between October 21st – October 25th and selections will be made on or around November 1st.

For more information about BH, applicants are encouraged to review the 2020 BH site:

[**https://www.businesshorizonsstudents.com/**](https://www.businesshorizonsstudents.com/)

Cordially,

Julia Immordino

Business Horizons President

**\*Note:** Should Business Horizons need to be held in a virtual capacity, duties of committees may include different or additional tasks, depending on the needs of the career fair.

**Logistics Committee Member (1 open spot)**

The Logistics Committee is responsible for recruiting and training a staff of 100 volunteers to assist in the set up and execution of Business Horizons, prior to and on the day of the fair. Some volunteers assist the attending companies with unloading and carrying displays, booth set-up and take down, while other volunteers are assigned to running copies for employers, monitoring student check-in, getting drinks and snacks for employers, etc., throughout the day. The Logistics committee conducts a series of training sessions for volunteers and coordinates the shift schedules of volunteers. The committee is responsible for executing new and unique ways to prepare students for the fair. This Committee is also responsible for coordinating fair set-up activities. In accordance with the Corporate Correspondence Committee, the Logistics Committee should plan and implement the movement of day of the fair materials to the event location.

**Corporate Correspondence Committee Member (1 open spot)**

The Corporate Correspondence Committee deals with all communications with prospective employers. Specifically, the Corporate Correspondence Committee works with the Career Services and Employer Relations Manager to create the employer invite list; works with the Marketing Committee to develop promotional materials and handles inquiries regarding the career fair and requests for information. This committee is responsible for reaching out to employers who are not currently attending BH, “pitching” to them the concept of recruiting Pamplin students. This is often done by attending other fairs, making phone calls, and pursuing alumni relations within potential attending companies, all in the hopes of developing/expanding our network of recruiters. This committee will also be responsible for the Employer Check-In the day of the fair. Also, collecting payment after the fair from employers is another essential task.

**Marketing Committee Member (1 open spot)**

The Marketing Committee deals with all communications with students, faculty, and alumni. Secondly, the Committee is responsible for designing communication campaigns geared to student participation and notification to faculty about the event itself. The committee uses various media to publicize the event and notify students of the fair and volunteer opportunities. The committee is responsible for creating new and unique ways to advertise and prepare students for the fair. In addition to using social media outlets, the committee is responsible for physical signage around campus, this includes obtaining proper approvals from university parties.

**Webmaster (1 open spot) –** As part of the Marketing committee, the webmaster manages the Business Horizons student website with timely updates and information.

**Hospitality Committee Member (2 open spots)**

The Hospitality Committee is responsible for coordinating parking arrangements, activities, meals, and refreshments for team meetings as well as all Business Horizons events, door prizes, employer gifts for the day of the fair, and all arrangements for the employer reception. Members of the Hospitality committee must negotiate large budget contracts with caterers/facilities. In conjunction with the Logistics committee, the Hospitality committee is also involved in creating ways to best prepare students for the career fair.

**For additional information about Business Horizons, please contact:**

Hannah Landers Julia Immordino   
Career Services and Employer Relations Manager Or Business Horizons President

Pamplin College of Business Email: [julia00@vt.edu](mailto:julia00@vt.edu)

E-mail: [hanrl15@vt.edu](mailto:hanrl15@vt.edu)

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**BUSINESS HORIZONS 2020 - 2021 Planning Committee  
Application for New BH Team Members**

**E-mail application to** [**pcobcareers@vt.edu**](mailto:pcobcareers@vt.edu) **by Sunday, October 18th at 5pm.**

**Name**:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Telephone**#:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Student ID#**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Local Address**:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# **Major(s):**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Minor(s) if appl**.: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**E-mail:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Class Level**:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I give my permission for university personnel to view my student records in conjunction with the consideration of this application.

**Signature**:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Date**:

**Position for which you are applying**:

**1st choice**:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **2nd choice**:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Have you ever served as a BH volunteer**? (YES or NO)

**If yes**, please list the date of the fair (2018, 2019, etc.), and tell us what you did as a volunteer (i.e., served drinks, helped with Student Check-In, assisted employers with set up, etc.).

*NOTE: Please attach a recent RESUME.*

**Answer the following question.**

1. Please share some of your thoughts about why you chose to apply for a position on the Business Horizons 2021 Planning Committee.

**Applications are due by Sunday, October 18th at 5:00 P.M. via e-mail to** [**pcobcareers@vt.edu**](mailto:pcobcareers@vt.edu)**.**