



COMPANY NETWORKING NIGHT (CNN) Planning Guide

Who Should Attend

CNNs are structured to facilitate networking and introductory conversations between organizations and student. We recommend that you send 1-3 representatives from your organization. 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 recruiting coordinator or hiring manager

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 room. Appetizers and non-alcoholic beverages will be available. Business or business casual attire is recommended.

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.
- 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 MBAs 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 MBA 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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