***\*Promoting events can double student engagement with the platforms. Please find below event descriptions you can use to promote events to your students.***

## **Overview of events: Beyond Graduate School**

* **September 8 - 11 (2 - 2:30pm ET):** How to Navigate Career Fairs With Confidence
* **October 1 (2 - 2:30pm ET):** How to Stand Out in an AI-Driven Job Market
* **October 15 (2 - 2:30pm ET):** Why Recruiters Are Ignoring You
* **November 5 (2 - 2:30pm ET):** 3 Mistakes You’re Probably Making on LinkedIn
* **November 19 (2 - 2:30pm ET):** How to Ask Your Boss for a Raise
* **December 10th (2 - 2:30pm ET):** How to Use Your Master’s to Change Careers

**Event Descriptions: Beyond Graduate School**

**September 8 - 11 (2 - 2:30pm ET):** How to Navigate Career Fairs With Confidence

Career-fair season is here, which means it’s time to prepare your pitch, write your resume, and start researching future employers.

If you’re looking to stand out in your internship or job search, join Beyond Graduate School for “**How to Navigate Career Fairs With Confidence**,” an intensive boot camp designed exclusively for master’s students. This virtual boot camp will help you prepare for upcoming career fairs and meeting with employers. You’ll learn how to introduce yourself, communicate your value, craft standout applications, and build your network.

During the week-long boot camp we’ll talk about:

* WELCOME VIDEO: **How a Career Fair Fits Into Your Job Search**
* Sept 8 (2 - 2:30pm ET): **Setting Goals and Expectations for a Career Fair**
* Sept 9 (2 - 2:30pm ET): **How to Be Your Best Professional Self**
* Sept 10 (2 - 2:30pm ET): **The Risk of Using AI in Your Job Docs**
* Sept 11 (2 - 2:30pm ET): **Beyond Career Fairs: Why a Job Search Takes 6 - 9 Months**

Take the guesswork out of career fairs and walk in with the confidence and strategy that get results.

**Register to attend:**<https://institutions.beyondgradschool.com/webinar-september-career-series/>

**October 1 (2 - 2:30pm ET):** How to Stand Out in an AI-Driven Job Market

Generative-AI tools have made it easy for job seekers to churn out nearly identical resumes and application materials. As a result, recruiters are now also inundated with hundreds of generic resumes that look and sound the same. They skim over AI-written submissions, and the odds of your resume being picked out of the pile are slim.

So, how do you stand out in an AI-Driven job market?

By taking a different approach.

Join Beyond Graduate School for this webinar on how to stand out in an AI-Driven job market. You’ll learn:

* The pitfalls of using AI in your job search.
* What makes you stand out in a hyper-competitive job market.
* Proven job search strategies that master’s students use to land interviews.
* Productive ways for using AI in your job search without losing your authentic voice or competitive edge.

**Register to attend:** [**https://institutions.beyondgradschool.com/webinar-aidriven-job-market/**](https://institutions.beyondgradschool.com/webinar-aidriven-job-market/)

**October 15 (2 - 2:30pm ET): Why Recruiters Are Ignoring You**

If you’re an early-career professional reaching out to recruiters on LinkedIn, you might find that your messages often go unanswered. Why are recruiters ignoring you?

The truth is, in the age of AI recruiters often receive hundreds of messages on LinkedIn. And they will respond to very few of them.

Join Beyond Graduate School for this webinar on why recruiters ignore outreach from job seekers and what you can do about it. This webinar is designed specifically for master’s students who are early career professionals (less than 5 years of work experience). During the webinar you’ll learn:

* Why recruiters ignore the majority of messages they receive.
* What you should do as a job seeker looking to connect with recruiters and hiring managers.
* The most effective use of your time as a job seeker on LinkedIn, and growing your network strategically.

**Register to attend:** [**https://institutions.beyondgradschool.com/webinar-recruiters/**](https://institutions.beyondgradschool.com/webinar-recruiters/)

**November 5 (2 - 2:30pm ET): 3 Mistakes You’re Probably Making on LinkedIn**

Are you finding networking on LinkedIn difficult? Not sure how to engage with employers, grow your network, or use the platform in a way that doesn’t seem self-serving?

Join Beyond Graduate School for this webinar where we’ll explore how you can effectively use LinkedIn as a tool in your job search.

We’ll talk about the 3 most common mistakes master’s students make when using LinkedIn, and better strategies for leveraging the platform in your job search. During the webinar you’ll learn:

* Common mistakes job seekers make on LinkedIn and how to avoid them.
* Proven strategies for using LinkedIn to connect with people and expand your network.
* How to use LinkedIn throughout your career — not just when you *need* a job.

**Register to attend:** [**https://institutions.beyondgradschool.com/webinar-linkedin-mistakes/**](https://institutions.beyondgradschool.com/webinar-linkedin-mistakes/)

**November 19 (2 - 2:30pm ET): How to Ask Your Boss for a Raise**

Are you earning a master’s degree to advance in your current profession? Join Beyond Graduate School for this webinar on how to negotiate a pay raise or promotion as a career advancer.

This webinar is designed for professionals with 5+ years of work experience who are working on a master’s degree.

As a career advancer, you are likely already familiar with the salary expectations and negotiation process in your career field. This webinar will help you:

* Plan your negotiation.
* Clarify your added value, skills, and knowledge so you can make the case for your advancement.
* Help you research your promotion options by reaching out to your network.

**Register to attend:** [**https://institutions.beyondgradschool.com/webinar-ask-for-a-raise/**](https://institutions.beyondgradschool.com/webinar-ask-for-a-raise/)

**December 10th (2 - 2:30pm ET): How to Use Your Master’s to Change Careers**

Are you completing a master’s degree to help you change career fields?

As a career changer, you face unique challenges in your job search. You might not have a network in your new field of interest. Or you might worry that hiring managers won’t consider your previous experience as relevant to your new field.

So, how do you make the case that you have the credentials, skills, AND experience to break into your new career field?

Join Beyond Graduate School for this webinar where you’ll learn:

* The importance of having a strong career transition story.
* How to network as a career changer.
* How to stand out in your job search as a career changer.

**Register to attend:** [**https://institutions.beyondgradschool.com/webinar-masters-career-changers/**](https://institutions.beyondgradschool.com/webinar-masters-career-changers/)