

# Business Horizons 2021 - 2022 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, the Business Horizons team has offered both in-person and virtual fairs, with over 120 companies utilizing this recruiting opportunity to meet with over 3,000 students.

The 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 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 2022 and Fall 2022.

**A 3.0 Overall GPA (as of end of Spring 2021) 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 2021, 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 2021-2022 planning team are conducted after completed applications and resumes are turned in by the **Application Deadline (Sunday, October 24<sup>th</sup> at 5:00 P.M.)**. The President and Committee Chairs will conduct interviews. Interviews will take place between October 25<sup>th</sup> – November 4<sup>th</sup> and selections will be made on or around November 5<sup>th</sup>.

For more information about BH, applicants are encouraged to review the 2021 BH site:

<https://www.businesshorizonsstudents.com/>

Cordially,

Cindy Mazari & Sahil Gullapalli  
Business Horizons Presidents

**Open Positions (multiple of each position available):**

**Logistics Committee Member**

The Logistics Committee is responsible for recruiting and training a staff of volunteers to assist in the set up and execution of Business Horizons. The committee will coordinate the check in and shift schedules of volunteers on the day of the fair. Additionally, the Logistics Committee is responsible for executing new and unique ways to prepare students for the fair and share information to the Pamplin student body about the logistics of Business Horizons. On the day of the fair, the committee is responsible for coordinating fair set-up and break-down activities, including managing the team and planning and implementing the movement of materials to event location.

**Corporate Correspondence Committee Member**

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 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**

The Marketing Committee deals with all communications with students, faculty, and alumni. 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. On the day of the fair, the Marketing Committee is responsible for capturing video and photo of the event and managing the social media accounts.

**Hospitality Committee Member**

The Hospitality Committee is responsible for coordinating parking arrangements, employer shuttles, catering, and employer gifts for Business Horizons. In addition, the committee coordinates activities, meals, and refreshments for team meetings. Members of the Hospitality committee must negotiate large budget contracts with caterers/facilities. During the fair, the hospitality committee is responsible for checking in with employers and ensuring excellent customer service from the team during their visit.

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

Hannah Landers  
Career Services and Employer Relations Manager  
Pamplin College of Business  
E-mail: [hanrl15@vt.edu](mailto:hanrl15@vt.edu)

Or

Sahil Gullapalli  
Business Horizons President  
Email: [salgul19@vt.edu](mailto:salgul19@vt.edu)



**BUSINESS HORIZONS 2021 - 2022 Planning Committee**

**Application for New BH Team Members**

E-mail application to [pcobcareers@vt.edu](mailto:pcobcareers@vt.edu) by Sunday, October 24<sup>th</sup> 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:**

**1<sup>st</sup> choice:** \_\_\_\_\_

**2<sup>nd</sup> choice:** \_\_\_\_\_

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

If **yes**, please list the date of the fair (2019, 2021, 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 2021-2022 Planning Committee.

**Applications are due by Sunday, October 24<sup>th</sup> at 5:00 P.M. via e-mail to [pcobcareers@vt.edu](mailto:pcobcareers@vt.edu).**