

## **Career Expo Opening Ceremony**

Her Royal Highness Princess Madawi bin Musaed Bin Abdulaziz AlSaud, Deem AlManahil CEO, opened the tenth Career Expo of Prince Sultan University in the presence of the University's vice rector Dr. Rimah AlYahya. In her speech, Dr. Rimah welcomed the attendees, stressing the keenness of Prince Sultan University to establish anything that would contribute to the development of the Kingdom's journey towards the vision of the Kingdom of 2030. This was followed by the speech of Ms. Fatin AlMobarak, CSCEO Director who thanked PSU for the trust that has been given to Community Service Center to have the 10<sup>th</sup> Career Expo. After that, a video entitled "Our Ambassadors in the Field" has been

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displayed.

<https://www.youtube.com/watch?v=z7CpNlydo2E>

Furthermore, the representative of the strategic sponsor STC, expressed her admiration for the cadres of the country, STC is fully prepared to compete in all fields of the profession and provides unlimited support to invest the nation's human and material resources in the country and praised the distinguished graduates of Prince Sultan University by displaying an attractive video representing most of ambitious Saudi female. The opening ceremony of the 10<sup>th</sup> Career Expo concluded with giving plaques to the guest of honor, vice rector of female campus, and sponsors.

Career Expo opens on 3 days as follows:

|          | April 9, 2018   | April 10, 2018  | April 11, 2018  |
|----------|-----------------|-----------------|-----------------|
| Women    | 10:00 – 2:00 pm | 10:00 – 2:00 pm | 10:00 – 2:00 pm |
| Families | 5:00 – 8:00 pm  | 5:00 – 8:00 pm  | 5:00 – 8:00 pm  |

### Sponsors:

This event was sponsored by the following bodies in the table below. We extend their thanks and appreciation to their generous community service:

| Number | Facility Name | Sponsor                  |
|--------|---------------|--------------------------|
| 1      | STC           | <b>Strategic Sponsor</b> |
| 2      | Taqnia        | <b>Co-sponsors</b>       |

### Statistics

Number of Career Expo 2018 Visitors:

|            |     |
|------------|-----|
| First Day  | 535 |
| Second Day | 729 |
| Third Day  | 623 |

**Total Number of Visitors**

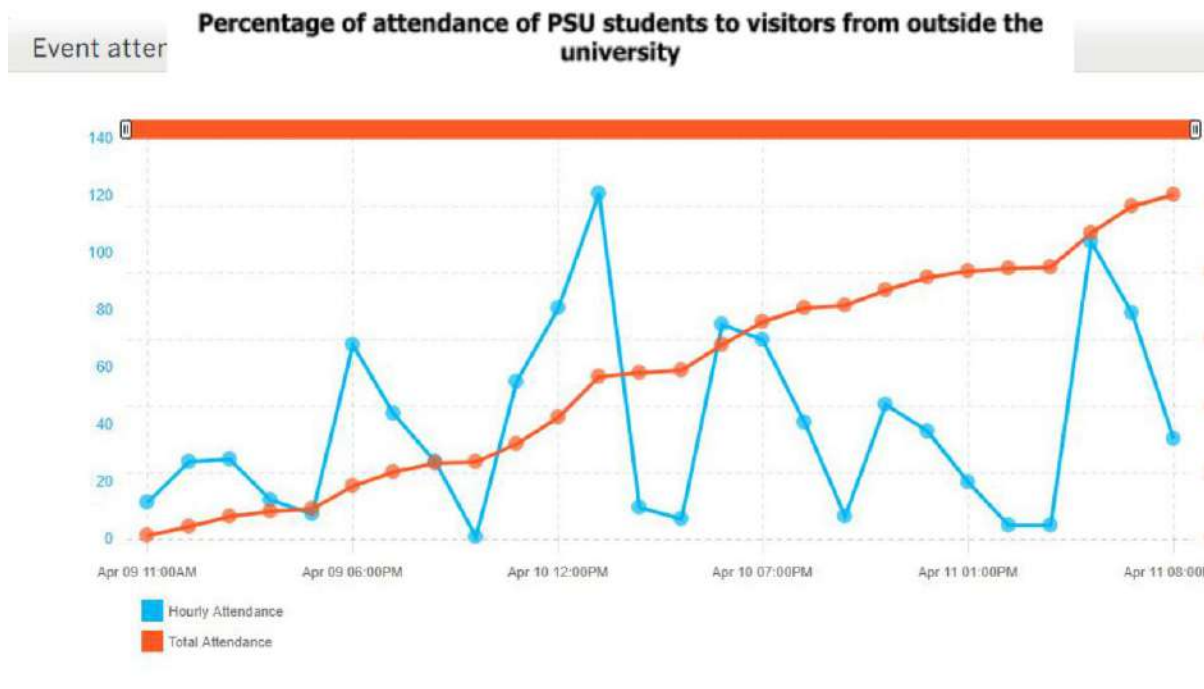
1,887

### Number of Registries

Electronic Application for Registration for Career Day 2018:

An electronic application was designed to register job seekers wishing to attend the Career Expo 2018. In order to limit the number of visitors, Pre-registration for Career Expo 2018 has been activated:

careerexpo2018.eventbrite.com



### Participants:

Twenty-four governmental and private entities participated in Career Expo 2018, providing employment opportunities in various fields, below are the names of the Career Expo 2018 participants:

| Company Name | .No |
|--------------|-----|
| STC          | 1   |
| Taqnia       | 2   |

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|                                     |           |
|-------------------------------------|-----------|
| AlRajhi                             | <b>3</b>  |
| AlRajhi                             | <b>4</b>  |
| Careem                              | <b>5</b>  |
| Deloitte                            | <b>6</b>  |
| Arab Computer Systems               | <b>7</b>  |
| Silah                               | <b>8</b>  |
| Dome                                | <b>9</b>  |
| Interactive Marketing Company       | <b>10</b> |
| Saudi Employment                    | <b>11</b> |
| Dar Altanmiyat                      | <b>12</b> |
| KPMG                                | <b>13</b> |
| Tadawul                             | <b>14</b> |
| King Abdulaziz International School | <b>15</b> |
| Prince Sultan University            | <b>16</b> |
| Takamol                             | <b>17</b> |
| King Salman Institute               | <b>18</b> |
| Bahr AlArab                         | <b>19</b> |
| Huawei                              | <b>20</b> |
| Takamol                             | <b>21</b> |
| Deem AlManahil                      | <b>22</b> |
| Othaim                              | <b>23</b> |
| Ernst and Young                     | <b>24</b> |



## Administration Contribution

| Contribution   | Office                           |
|--|----------------------------------|
| <ul style="list-style-type: none"> <li>Establish <i>Tamheedlab</i> with the technical requirements.</li> <li>Providing and following up all the technical need in all the aspects of Career Expo.</li> </ul> | Help Desk                        |
| <ul style="list-style-type: none"> <li>Provide all the requirements of the Career Expo 2018 opening ceremony.</li> </ul>   | Public Relation & Media Centre   |
| <ul style="list-style-type: none"> <li>Editing the opening ceremony film</li> <li>Media Covering for all the aspects of Career Expo and making interviews.</li> </ul>  | Media Centre, Male Campus        |
| <ul style="list-style-type: none"> <li>Media coverage</li> </ul>   | Taif AlJamiah Newspaper          |
| <ul style="list-style-type: none"> <li>Provide security staff throughout the expo</li> <li>Provide cleaning and maintenance helpers throughout the exhibition</li> </ul>                                     | General Services and Maintenance |
| <ul style="list-style-type: none"> <li>Providing workshop materials</li> </ul>   | Warehouse & Purchasing           |

## Faculty Contribution

| Conducted Mock interviews and CV revision for Career Day 2018 visitors :  | Department                                     |
|---|--|
| <ul style="list-style-type: none"> <li>Dr. Tasneem Ali</li> <li>Ms. Nasiya Tahir</li> <li>Ms. Neelofar Nadeem</li> </ul>  | Deanship of Educational Services               |
| <ul style="list-style-type: none"> <li>Ms. Omarine Rafie</li> <li>Ms. Malak Al-Shedokhi</li> <li>Ms. Layal Kazma</li> <li>Ms. Hind Al-Askar</li> <li>Dr. Suad Al-Ramouni</li> </ul> | Department of Computer and Information Systems |
| <ul style="list-style-type: none"> <li>Ms. Shazia Khalid</li> <li>Dr. Romana Aziz</li> <li>Lamia Al-Madi</li> <li>Ms. Rawan Chaaban</li> </ul>                                      | College of Humanities                          |
| <ul style="list-style-type: none"> <li>Ms. Alya Al-Khalifa</li> <li>Dr. Jolly Sahni</li> <li>Dr. Nazia Hashmi</li> <li>Dr. Umara Noreen</li> </ul>                                  | College of Business Administration             |

▪ Maha Ghanam

College of Engineering

## Volunteer Team:

Registration for all PSU Students for Career Expo was done through Google Sheets. The total of registered students interested in volunteering was 302 students.

After going through the vetting process, this year's team included 106 volunteers who were the main reason for success of Career Expo, namely:

| # | Name                | Major                                    |
|---|---------------------|--|
| 1 | Abdulrahman Alsagga | marketing                                |
| 2 | Ibrahim Nasr        | aviation management                      |
| 3 | Osama Alhalbouni    | Production and manufacturing engineering |
| 4 | Mohammed alghamdi   | finance                                  |
| 5 | Omar jazaeri        | engineering management                   |
| 6 | Ibrahim Mufti       | Information systems                      |
| 7 | Abdullah AlZahrani  | Information systems                      |
| 8 | Faisal Al-Meshkhas  | Production and manufacturing engineering |
| 9 | Rakan Alshugeir     | finance                                  |

| Female Volunteers |                  |             |
|-------------------|------------------|-------------|
| #                 | Name             | Major       |
| 1.                | Alaa Ibrahim     | Finance     |
| 2.                | Sara Hamlawi     | Law         |
| 3.                | Bandri Alqahtqni | English     |
| 4.                | Lama AlOthman    | Translation |
| 5.                | Maha Albrahim    | Translation |
| 6.                | Lama Alajmi      | Translation |
| 7.                | Balsam Bahathaq  | Translation |
| 8.                | Ghada AlDumaiji  | Accounting  |
| 9.                | Marah Algably    | Marketing   |
| 10.               | Mada AlHamdan    | English     |
| 11.               | Shahad Albakri   | Law         |
| 12.               | Leena Alrajhi    | Translation |
| 13.               | Huda Alzahrani   | Translation |
| 14.               | Reem Ereqsosi    | Translation |

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|     |                         |                      |
|-----|-------------------------|----------------------|
| 15. | Waad AlQalay            | Marketing            |
| 16. | Hala Aljomaih           | Marketing            |
| 17. | Basma Albahli           | Marketing            |
| 18. | Mashael Alabdulsalam    | Marketing            |
| 19. | Munirah Alturki         | PYP - Architecture   |
| 20. | Najla Alghamdi          | PYP - Architecture   |
| 21. | Dania AlMashwakhi       | PYP - Architecture   |
| 22. | Aisha Samer Al-Wattar   | Marketing            |
| 23. | Fatma Alhamed           | software engineering |
| 24. | Basmah Muflih           | Law                  |
| 25. | hana alanaz             | Marketing            |
| 26. | AlJohara AlKtheri       | Software Engineering |
| 27. | Khadija Mohamed         | Finance              |
| 28. | Noura Algaidi           | E-Commerce           |
| 29. | Aldana Alassaf          | Applied Linguistics  |
| 30. | Shaza siddiqui          | Accounting           |
| 31. | Alaa alhalabi           | English              |
| 32. | Jawaher charaf alotaibi | Finance              |
| 33. | Malak AlTurki           | Law                  |
| 34. | Rawan alrubaian         | Elp                  |
| 35. | Razan Alfouzan          | BCE                  |
| 36. | Jawaher mahmoud saeed   | Finance              |
| 37. | Sadeem aldayel          | Finance              |
| 38. | Alzahraa hameedaldeen   | Finance              |
| 39. | Latifah AlKhadi         | Law                  |
| 40. | Munirah Alturki         | PYP                  |
| 41. | Rahaf abdullah alharbi  | Law                  |
| 42. | Dania AlMashwakhi       | PYP                  |
| 43. | Najla Alghamdi          | PYP                  |
| 44. | Haya Saadoun            | Finance              |
| 45. | Danah Alakkad           | PYP                  |
| 46. | AlAnoud AlMubarak       | PYP                  |
| 47. | Lama Alsuliman          | BCE                  |
| 48. | Lama Alsulaiman         | Arch                 |
| 49. | Elham Mohammd           | ID                   |
| 50. | Shaza Siddiqui          | Marketing            |



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|     |                        |            |
|-----|------------------------|------------|
| 51. | Hand Alballaa          | Law        |
| 52. | Haya Saadoun           | Finance    |
| 53. | Reema Almalik          | Is         |
| 54. | Alanoud Alhabib        | Is         |
| 55. | Alaa AlRajhi           | Is         |
| 56. | Abeer Aldayel          | Is         |
| 57. | Dana Alshayea          | Is         |
| 58. | Rahaf abdullah Alharbi | Law        |
| 59. | Dania AlMashwaki       | PYP        |
| 60. | Bayan Bablili          | PYP        |
| 61. | Battoul Albasha        | ID         |
| 62. | AlJouhara AlSwaidan    | PYP        |
| 63. | AlAnoud AlMubarak      | PYP        |
| 64. | Razan Alfouzan         | BCE        |
| 65. | Lama AlAbdulkarim      | PYP        |
| 66. | Zaina AlDakheel        | PYP        |
| 67. | Nouf AlBaiz            | PYP        |
| 68. | Sara Almegbel          | Fiance     |
| 69. | Sara Alshetwi          | Finance    |
| 70. | Arwa Alosaimi          | Finance    |
| 71. | Haifa Almuhanha        | Finance    |
| 72. | Falwa Alromee          | Finance    |
| 73. | Maha Alisa             | Finance    |
| 74. | Alhanouf Alsuhaibani   | Finance    |
| 75. | Raghad Albawardi       | Finance    |
| 76. | Muneera Alsoairy       | Finance    |
| 77. | Nouf Almuhanha         | ID         |
| 78. | Rana Alrajhi           | Finance    |
| 79. | Nouf Almofadda         | Finance    |
| 80. | Shaza siddiqui         | Marketing  |
| 81. | Najla alhossan         | Accounting |
| 82. | Hiba Alyes             | IS         |
| 83. | Lana Alajmi            | PYP        |
| 84. | Aliya alsalem          | PYP        |
| 85. | Arwa Alabbad           | CS         |
| 86. | Munirah Alturki        | Arch       |
| 87. | Rahaf abdullah alharbi | law        |

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|      |                     |           |
|------|---------------------|-----------|
| 88.  | Najla Alghamdi      | PYP       |
| 89.  | Haya Saadoun        | Finance   |
| 90.  | Razan Alfouzan      | BCE       |
| 91.  | Aljohara Alalshaikh | IS        |
| 92.  | Reem Kattach        | Law       |
| 93.  | Sarah Abuzarour     | Marketing |
| 94.  | Hanan Alshenaiber   | BCE       |
| 95.  | Asma Alfaris        | Law       |
| 96.  | rahaf abo khiazaran | Arch      |
| 97.  | Hissah Alqifari     | Law       |
| 98.  | Basimeh Alnfouri    | PYP       |
| 99.  | Noureen Aljmaz      | Law       |
| 100. | Danah Alakkad       | PYP       |
| 101. | Nojoud Alhajri      | CIS       |
| 102. | Monira Alobaidallah | Law       |
| 103. | Dalal Alhabdan      | CS        |
| 104. | Danya Khayyam       | CS        |
| 105. | Amirs Al-Qahtani    | Law       |
| 106. | Lama al khashi      | Law       |

**Career Expo 2018 Sessions**



**Tamheed**

“Tamheed is a program of Psychometric Assessments that are a scientific method of evaluating an individual’s abilities, personality traits and interests. They have been proven to help users make more objective and informed decisions in many areas including recruitment, selection, training, development, and career guidance. This unique, valuable resource is now available to workforce development initiatives and career centers throughout the Arab world. Tamheed utilizes two distinct types of assessments to measure different aspects of each candidate’s ability: cognitive and personality. Tamheed helps students become aware of their personal skills, qualities, aptitudes, and interest to make the most of their educational choice career path.<sup>3</sup>”

|               |                |
|---------------|----------------|
|               |                |
| th<br>April 9 | th<br>April 10 |
|               | th<br>April 11 |

<sup>3</sup>Source: <http://tamheed.org/>

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|             |   |  |   |
|-------------|---|--|---|
| 10:00-11:00 | <ul style="list-style-type: none"> <li>Ms. Arooj Yaswi<br/>General Courses Faculty member</li> <li>Ms. Aysha Al Tamimi<br/>Admin</li> </ul>           | <ul style="list-style-type: none"> <li>Ms. Aysha Al Tamimi<br/>CCIS Faculty member</li> <li>Ms. Mai Al Otaibi<br/>Admin</li> </ul> | <ul style="list-style-type: none"> <li>Ms. Amal Al Omair<br/>Admin</li> </ul>   |
| 11:00-12:00 | <ul style="list-style-type: none"> <li>Ms.Nadia Sabbah<br/>CCIS Faculty member</li> <li>Ms. Arooj Yaswi<br/>General Courses Faculty member</li> </ul> | <ul style="list-style-type: none"> <li>Ms.Nadia Sabbah<br/>CCIS Faculty member</li> <li>Ms. Amal Al Omair<br/>Admin</li> </ul>     | <ul style="list-style-type: none"> <li>Ms.Nadia Sabbah<br/>CCIS Faculty member</li> <li>Ms. Arooj Yaswi<br/>General Courses Faculty member</li> </ul> |
| 12:00-1:00  | <ul style="list-style-type: none"> <li>Ms.Nadia Sabbah<br/>CCIS Faculty member</li> <li>Ms. Mai Al Otaibi<br/>Admin</li> </ul>                        | <ul style="list-style-type: none"> <li>Ms.Nadia Sabbah<br/>CCIS Faculty member</li> <li>Ms. Mai Al Otaibi<br/>Admin</li> </ul>     | <ul style="list-style-type: none"> <li>Ms.Nadia Sabbah<br/>CCIS Faculty member</li> <li>Ms. Lamia AlHammad<br/>ID Faculty member</li> </ul>           |
| 1:00-2:00   | <ul style="list-style-type: none"> <li>Ms. Amal Al Omair<br/>Admin</li> <li>Ms. Lamia AlHammad<br/>ID Faculty member</li> </ul>                       | <ul style="list-style-type: none"> <li>Ms.Nadia Sabbah<br/>CCIS Faculty member</li> </ul>  | <ul style="list-style-type: none"> <li>MS. Nadia Sabbah<br/>CCIS Faculty member</li> <li>Ms. Lamia AlHammad<br/>ID Faculty member</li> </ul>          |

Tamheed volunteers helped the visitors by announcing and explaining the purpose of Tamheed and guiding them to the lab to have their tests via creating their own page then sending the results to a shared unified e-mail for all certified faculty members: [tamheed@psu.edu.sa](mailto:tamheed@psu.edu.sa)

### Workshops

Eleven workshops and activities were accompanied with Career Day such as; CV Screening, Mock Interview which mainly focused on strategies of looking for a job as well as improving career required skills for the job seekers in Career Day. Those workshops and activities are also aiming to open doors and opportunities for joining new various fields as including several subjects that will benefit the job seekers male and female which highlighted the following topics:

| Time/<br>DAY         | DAY 1<br>9/4/2018                | DAY 1<br>9/4/2018  | DAY 1<br>9/4/2018   | DAY 2<br>10/4/2018               | DAY 2<br>10/4/2018                       | DAY 3<br>11/4/2018             | DAY 3<br>11/4/2018   | DAY 3<br>11/4/2018 |
|----------------------|----------------------------------|--|---|----------------------------------|--|--------------------------------|--|--------------------|
| 10 am<br>To 11<br>am | CV Screening<br>PSU<br>Faculty   |  |   | CV Screening<br>PSU<br>Faculty   |  | CV Screening<br>PSU Faculty    | Effective & Ethical  |                    |
| 11 am<br>to<br>12 pm | Mock Interview<br>PSU<br>Faculty | Job Search<br>Strategies<br>Ms. Farah Obaid<br>PSU Faculty             |   | Mock Interview<br>PSU<br>Faculty |  | Mock Interview<br>PSU Faculty  | communication<br>Ms. Farah Obaid<br>PSU Faculty                |                    |
| 12 pm<br>to 1 pm     | CV Screening<br>PSU<br>Faculty   | Professional<br>Etiquette<br>Ms. Danya<br>Al-Saedan<br>Etiquette House | لجورد فشكتسيا<br>تنيهملا<br>يرديحلا اربو<br>حلاصلا ناور / | CV Screening<br>PSU<br>Faculty   | PSU- Success Story<br>Ms. Yara Al-Namlah | CV Screening<br>PSU<br>Faculty | Emotional<br>Intelligence<br>Ms. Sarah Al-Shareef<br>PSU Admin |                    |

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|              |                                  |  |  |                                  |  |                               |  |  |
|--------------|----------------------------------|--|--|----------------------------------|--|-------------------------------|--|--|
| 1 pm to 2 pm | Mock Interview<br>PSU<br>Faculty |  |  | Mock Interview<br>PSU<br>Faculty |  | Mock Interview<br>PSU Faculty |  |  |
| 5 pm to 6 pm |                                  |  |  |                                  |  |                               |  |  |
| 6 pm to 7 pm |                                  |  |  |                                  | Unlock Career<br>Opportunities/<br>Profile consultation<br>Mr. Abdulrahman<br>Al-Anazi<br>LinkedIn |                               |  | CV & Interview<br>Clinic<br>Mr. Sulaiman<br>Crimly<br>Nestle |
| 7 pm to 8 pm |                                  |  |  |                                  | PSU- Success Story<br>Mr. Ghassan Sugar  |                               |  |  |

The workshops were held in the following locations:

- Building 2, 1<sup>st</sup> floor, room 215
- Building 2, 1<sup>st</sup> floor, tutoring center
- Building 2, 2nd floor, room 315
- Large Auditorium

All workshops were Free!

## Workshops Participants

### Day 1

| Workshop                      | Participants |
|-------------------------------|--------------|
| CV screening & Mock Interview | 15           |
| Job Search Strategies         | 25           |
| Professional Etiquette        | 91           |
| تېنھملا كېبورد فشكتسا         | 17           |

### Day 2

| Workshop  | Participants |
|---|--------------|
| CV screening & Mock Interview                     | 13           |
| PSU success story- Yara Alnamlah                  | 149          |
| Unlock career opportunities/ profile consultation | 21           |
| PSU success story- Ghassan Sugar                  | 55           |

### Day 3

| Workshop | Participants |
|----------|--------------|
|----------|--------------|

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|                                   |    |
|-----------------------------------|----|
| CV screening & Mock Interview     | 20 |
| Effective & Ethical communication | 13 |
| Emotional Intelligence            | 34 |
| CV & Interview Clinic             | 23 |

## Career Expo Team

### Community Service and Continuing Education (CSCEC) Team

|                                |                                |
|--------------------------------|--------------------------------|
| <i>Ms. Fatin Al-Mobarak</i>    | CSCEC Director (Female Campus) |
| <i>Ms. Muneera AlDhubaiban</i> | CSCEC Director Assistant       |
| <i>Ms. AlHanoufAlTharwa</i>    | CSCEC Coordinator              |
| <i>Ms. MahaAlKhwaiter</i>      | CSCEC Coordinator              |
| <i>Ms. Mashael AlShaikh</i>    | CSCEC Coordinator              |
| <i>Ms. Dima AlQufaidi</i>      | CSCEC Coordinator              |
| <i>Ms. Adhwa AlSoughayer</i>   | CSCEC Graphic Designer         |

## Career Expo Team Tasks

- Career Expo Organization, coordination with the Implantation Company of Career exhibition, tasks scheduling and timeline.
- Contacting the companies.
- Establishing *Tamheed*lab contacting the instructors to reactivate it as part of Career Expo.
- Finding a guest of honor and preparing all the required needs for her attendance.
- Opening ceremony fully organization.
- Writing and editing the newsletters articles.
- Coordination for opening ceremony film.

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- Designing and writing the contents of the plaques for the guest of honor, Vice rector of the female campus, sponsors, and companies.
- Sending invitations for Career Expo participants.
- Advertisements and Media Coverage.
- Following up on the time plan and tasks schedules for implementing the requirements.
- Following up on the marketing and the number of participants at Career Expo.
- Following up on the volunteers.
- Sending official letters for Career Expo Requirements Responsible departments.
- Preparing the contents, designs, logos, advertisements, and electronic application for Career Exhibition.
- Preparation and Organization for Career Expo Opening Ceremony 2018.
- Preparation of electronic evaluations for the participants, expo visitors, and workshops visitors.
- Preparation of the electronic registration.
- Selection the workshops' trainers and topics.
- Designing and organizing the main hall to be suitable for Career exhibition theme.
- Establishing Career Expo budget, following up on the financial tasks of Career Expo as well as contracts and closing budget.
- Writing Career Expo final report.

### **Food Trucks**

Several food trucks were contacted via CCI Instagram account to participate in the expo, the following were the chosen ones in order to provide a variety of options for the attendees:

1. Lafat Shawerma (Sandwiches)
2. Lamma (Burgers)
3. Vibes Cafe (Coffee and beverages)

## Advertisement and Marketing

For the 10th anniversary of Career Expo, it was decided to launch a website specifically for the event with the domain name [expo.psu.edu.sa](http://expo.psu.edu.sa). The purpose of the website is to provide helpful information for both participants and attendees such as the names of the companies attending, with a brief companies' description about themselves as well as whom they are looking to hire (positions available, required gender, skills and location) in addition to that, the website includes a section on available workshops taking place during the day with all the details needed to participate. Another section consists of preparation tips for the event so they can experience the full potential of what the event offers, what they need to know before, during, and after the expo is over. Lastly, a FAQ's section that will answer general questions. Such as, what is the expo about, where it will be held, how to register, and how to prepare for the Expo.

To market the event we reached out to social media influencers to attend the event and advertise it on social media for a wider reach to the community. The influencers targeted were between the ages of (23-28) their expected following were both recently graduated students and the youth who are seeking employment.

| SOCIAL MEDIA INFLUENCERS |                |               |               |
|--------------------------|----------------|---------------|---------------|
| NAME                     | SNAPCHAT       | INSTAGRAM     | TWITTER       |
| Laith Alamro             | X1L3a          | 1L3a          | -             |
| Mohammed Al-Osaimi       | otb222         | i_m7          | -             |
| Mohammed Alzhrani        | Mohzhr         | Mohammedalzhr | mohammedalzhr |
| Khalid Addamry           | addamry        | -             | Kaddamry      |
| Lama Alghaith            | lamaalghaith22 | lamaalghaith2 | -             |
| Zaina Abu sakher         | zeina-asf      | zeinaas88     | -             |

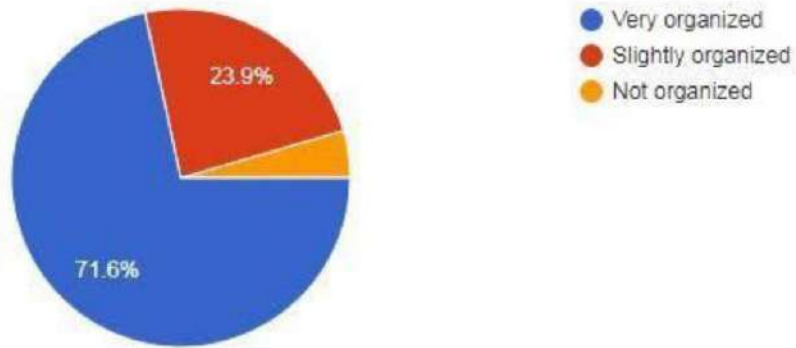
### Evaluation

#### Career Day Exhibition Visitors Evaluation:

The volunteers were asking the visitors during the exhibition and evaluating their answers electronically via iPads.

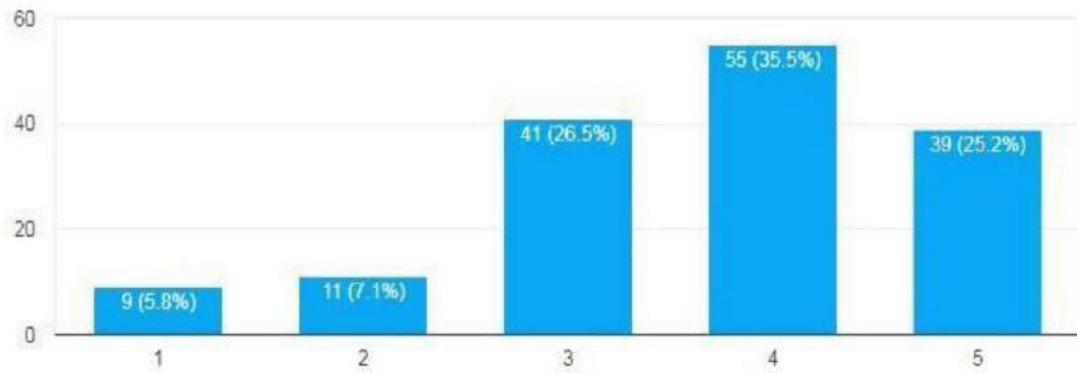
### How was the organization of Career Expo?

155 responses



### How satisfied are you on the Career Day 2018 participant?

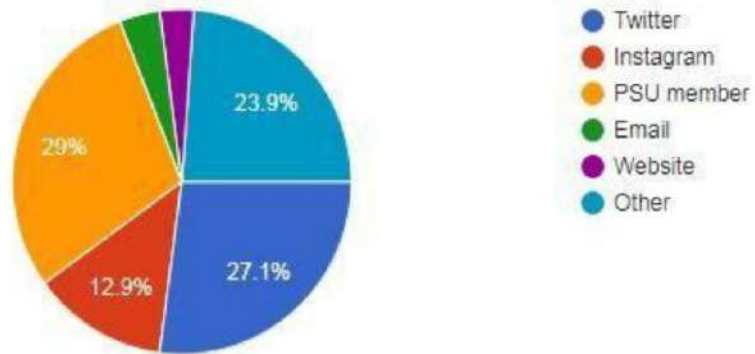
155 responses





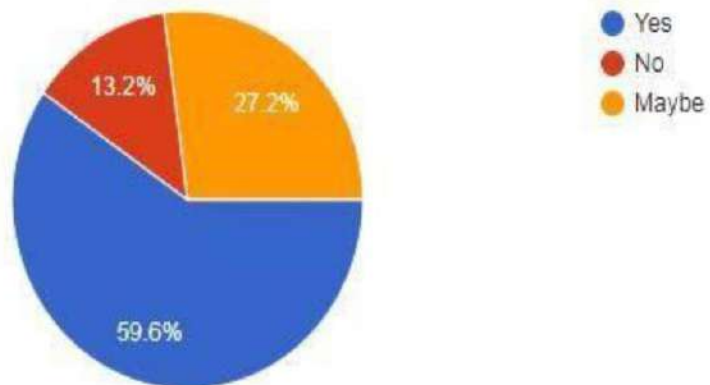
### How did you hear about PSU Career Expo?

155 responses



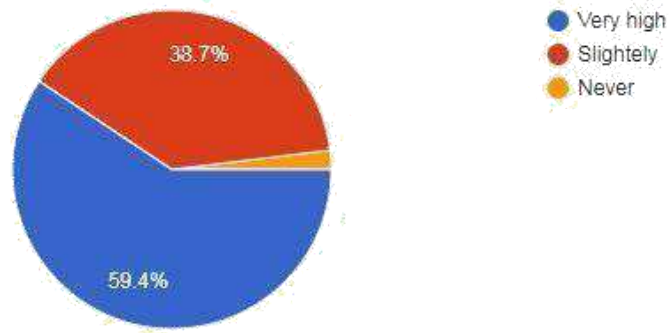
### Was the advertising campaign of Career Expo 2018 sufficient?

151 responses



### What is the possibility of repeating your participation in PSU Career Expo 2018?

155 responses



## References

الربيع 1439/8 هـ الموافق 2018/04/30 م واس

وكالة الأنباء السعودية  
SPA SAUDI PRESS AGENCY

الرئيسية الأخبار الأوامر الملكية جلسات مجلس الوزراء التقارير والاستطلاعات معرض الصور معرض الفيديو بحث أسبوعي اتصل بنا

آخر الأخبار عام / سياحة المدينة المنورة تمديد تصنيف فندق من فئة خمسة نجوم إلى نجمة

### عام / جامعة الأمير سلطان تنظم يوم المهنة العاشر

الثلاثاء 1439/7/24 هـ الموافق 2018/04/30 م واس



Twitter Like 0 Share

تفسير الخط

الرياض 24 رجب 1439 هـ الموافق 10 أبريل 2018 م واس  
افتتحت صاحبة السمو الملكي الأميرة مضاوي بنت مساعد بن عبد العزيز رئيسة مجلس إدارة مؤسسة المناهل الخيرية. أمس. بفرع الطالبات بجامعة الأمير سلطان ( يوم المهنة العاشر). بحضور صاحبة السمو الملكي الأميرة مشاعل بنت مساعد بن عبدالعزيز. ووكيلة جامعة الأمير سلطان لشؤون الطالبات الدكتورة ريمه بنت صالح اليحيى. ويهدف معرض يوم المهنة إلى تعريف الباحثين والباحثات عن العمل بالفرص الوظيفية المطروحة في مختلف القطاعات الحكومية والخاصة. وقد خصص المعرض الذي يستمر ثلاثة أيام الفترة الصباحية للنساء. بينما خصصت الفترة المسائية للعائلات . ويمد المعرض منصة تعاون بين الجامعة والقطاعات المختلفة الحكومية والخاصة في عرض الفرص الوظيفية لجميع شرائح المجتمع بمختلف تخصصاتهم. للتواصل والتعارف والتلاقي للوصول إلى تحقيق طموحهم المهني والوظيفي. كما أتاح للعارضين فرصة التعرف بشطاعتهم وشركاتهم والتسويق لها. ويعرض المعرض العديد من ورش العمل والأنشطة المهنية التي تساعد الزوار في نقل مهاراتهم وإعدادهم لسوق العمل. يقدمها نخبة من الأكاديميين والخبراء من جامعة الأمير سلطان ومن خارجها.

4.3.2 Evidence 1: CSCEC Report  
(Page 100-129)



Image Announcement inviting companies to reserve their booths





يتشرف مركز خدمة المجتمع و التعليم المستمر في جامعة الأمير سلطان بإقامة المعرض السنوي العاشر (معرض المهنة 2018).

نود دعوة مؤسساتكم الموقرة للمشاركة في معرض المهنة 2018، وبهذا نمنحكم الفرصة للتعريف بالوظائف المتاحة لديكم إلى جانب أكثر من ثمان وعشرين جهة رائدة . كما نتوقع حضور 3000-4000 باحث/باحثة عن العمل من خريجي جامعة الأمير سلطان والجامعات الأخرى المحلية والعالمية.

يطمح فريق عمل معرض المهنة إلى مشاركة العديد من الشركات العالمية والمحلية وجهات أخرى ذات التأثير القيادي في توظيف خريجي/خريجات الجامعات و جميع شرائح المجتمع في كافة القطاعات الحكومية والخاصة مثل: القطاع الصحي، البنوك، الاستشارات القانونية، التأمين، التصميم الداخلي، ... وغيرها.

تجدون أدناه معلومات المعرض:

|           |   |
|-----------|---|
| التاريخ : | 11-10-9 إبريل 2018  |
| المدة:    | 3 أيام  |
| الأوقات:  | من الساعة 10 ص إلى 2 م (نساء) - من الساعة 5 م إلى 8 م (عوائل) |
| الموقع:   | جامعة الأمير سلطان - فرع الطالبات - البهو الرئيسي             |

مسميات الرعاية المتاحة لمعرض المهنة 2018 كما يلي (مرفقة في الإيميل) :

- الراعي الاستراتيجي: 150,000 ريال
- الراعي المشارك: 80,000 ريال
- مشارك: 5,000 ريال

نتطلع لمشاركتكم في المعرض كما نأمل أن تتواصلوا معنا في حال وجود أي استفسار عبر البريد الإلكتروني أو عن طريق الهاتف :

011 494 8173 أو 011 494 8827

للمشاركة في معرض المهنة 2018 الرجاء الرد على هذا الإيميل بالتأكيد واختيار نوع الرعاية.





## Thank you for participating in the upcoming **CAREER EXPO 2018!**

We also would like you to complete some information about your company in the link provided below.  
The information will be used in Career Expo publications.

Also, please proceed with the payment in order to secure your booth.  
Attached is the signed and stamped contract from our side.

☎ 011-494-8827    📍 @PSU\_CCJ  
"Working hours: 8:00am-2:30pm"

Image 6 Email sent to companies who signed the contract



## مخطط معرض المهنة 2018

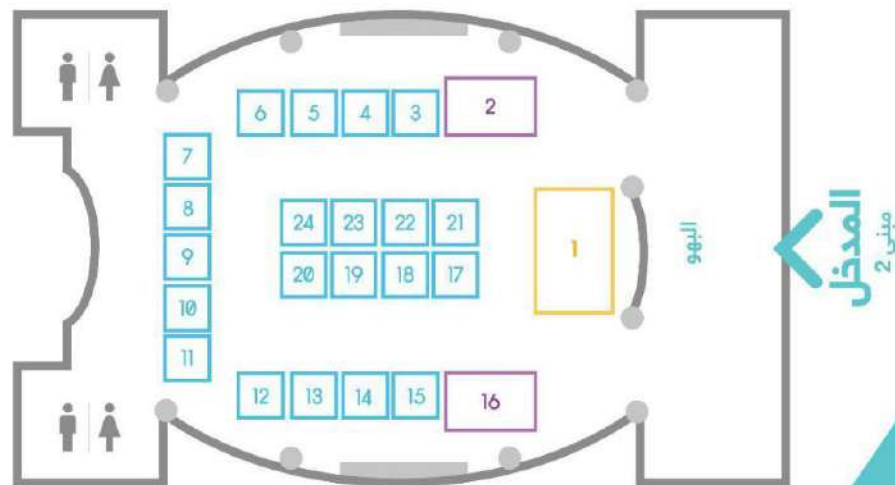


Image 7 Booth map sent to companies to choose their location during the event

4.3.2 Evidence 1: CSCEC Report  
(Page 100-129)



- 
- Companies:**
1. STC
  2. Taqniya
  3. Al Rajhi
  4. Al Rajhi
  5. Careem
  6. Deloitte
  7. ACS
  8. Silah
  9. Dome
  10. Interactive Marketing Company
  11. Saudi Employment
  12. Dar Altanmiyat
  13. KPMG
  14. Tadawul
  15. King Abdulaziz
  16. PSU
  17. Takamol
  18. King Salman Institute
  19. Bahr Al Arab
  20. Huawei
  21. Takamol
  22. Deem Al Manahil
  23. Othaim
  24. Ernst and young

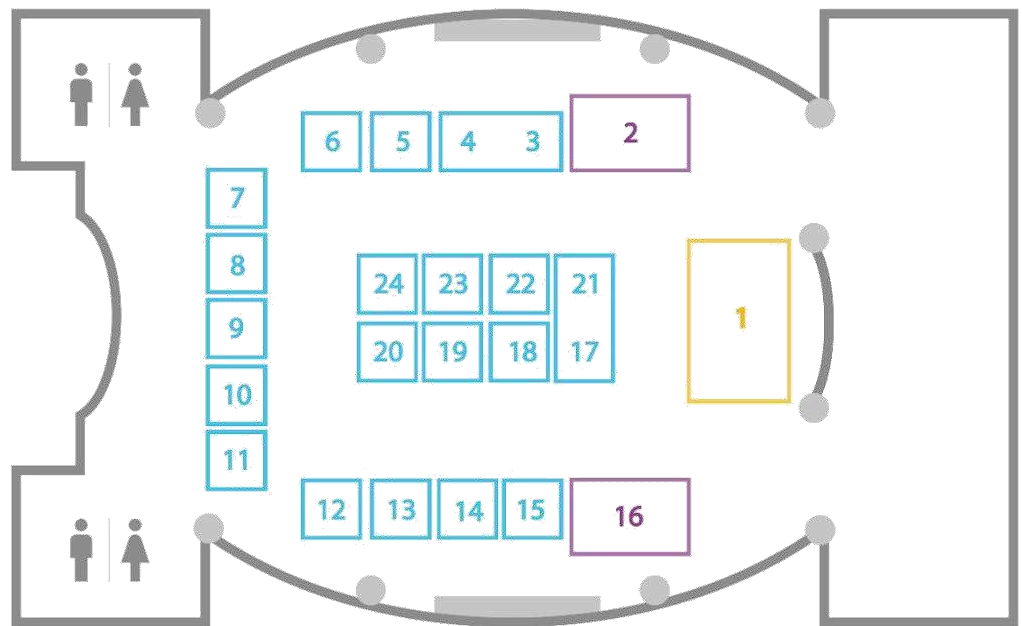
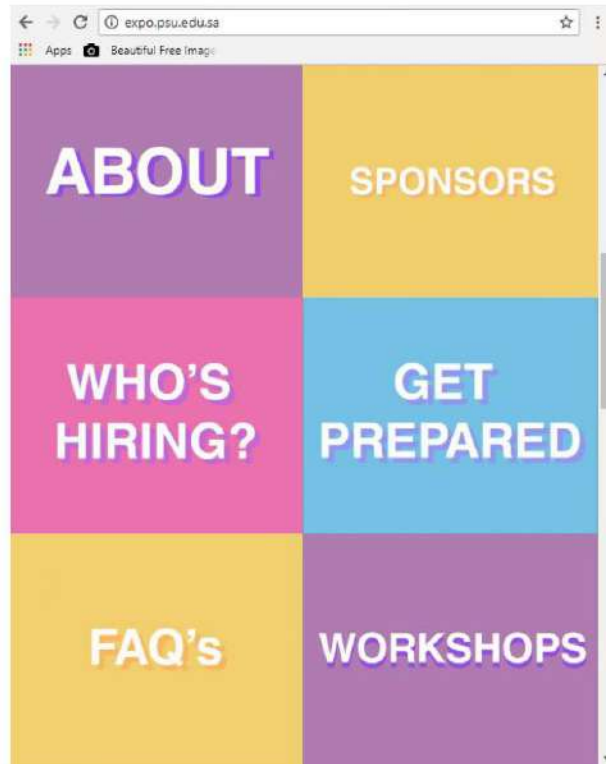
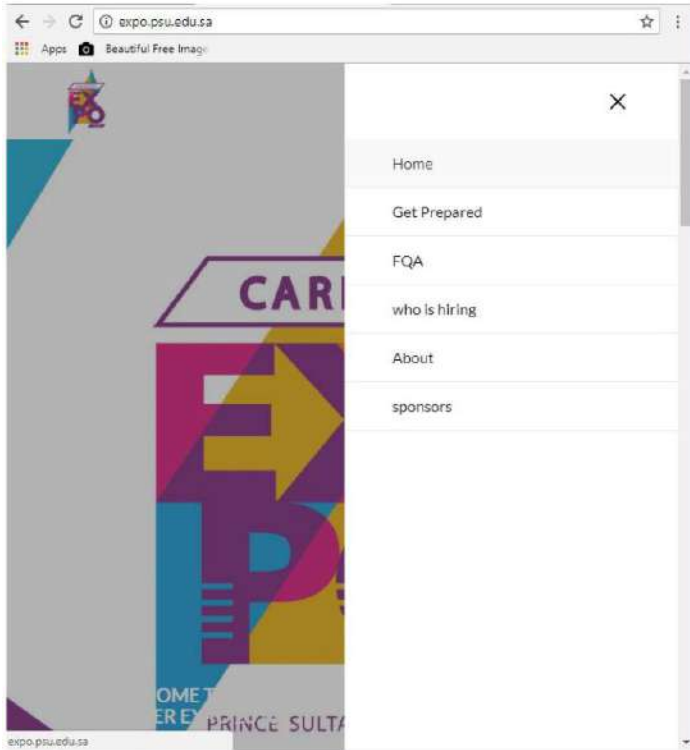


Image 9 Finalized map with all participating companies

## WEBSITE IMAGES





### 4.3.2 Evidence 1: CSCEC Report (Page 100-129)

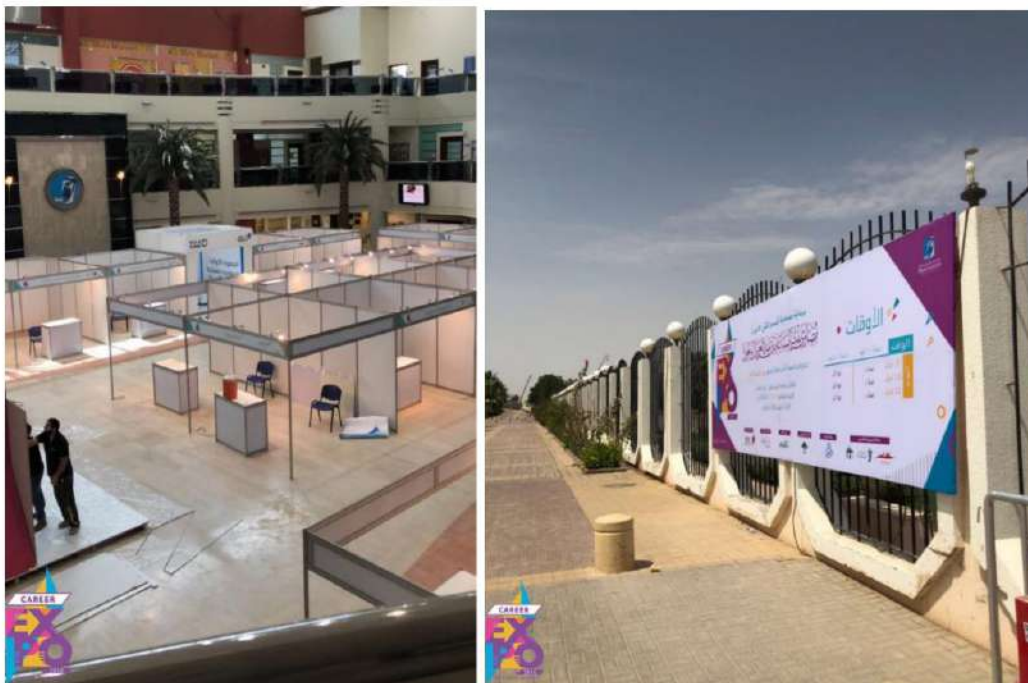
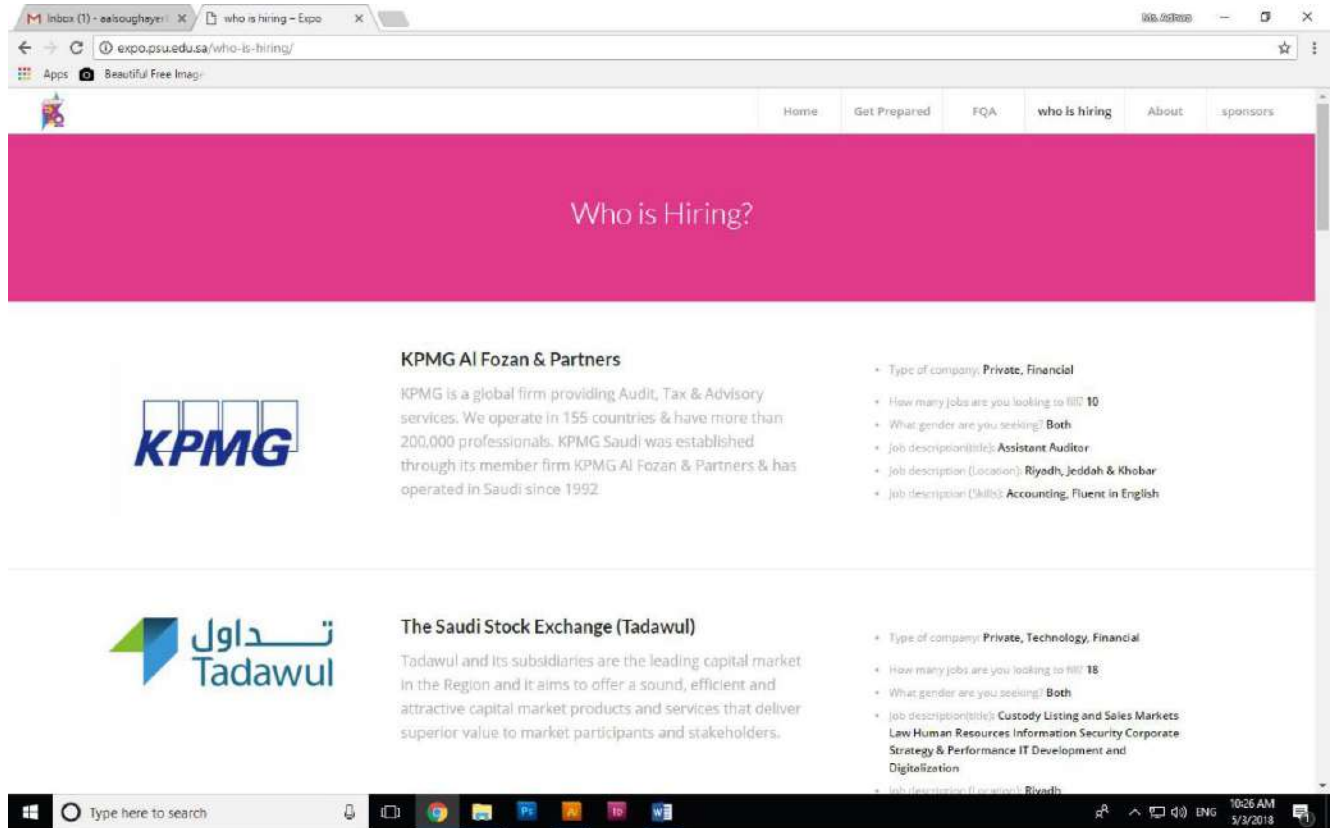


Image 10 Event preparations

4.3.2 Evidence 1: CSCEC Report  
(Page 100-129)



Image 11 badges distributed between the events personnel (Organizers, Media, Participants, and Volunteers)



Image 12 Booth name tag sample

Al Rajhi Bank مصرف الراجحي



### 4.3.2 Evidence 1: CSCEC Report

## Social media influencers



4.3.2 Evidence 1: CSCEC Report  
(Page 100-129)



4.3.2 Evidence 1: CSCEC Report  
(Page 100-129)



Image 13 Outdoor sticker design



### Live Graffiti show



Image 14 Invited Mohammed AKA Big Moe (a known Jeddah artist) to make a large mural for the event

## Montijoon Exhibition 3

### Overview

This is the 3<sup>rd</sup> Annual Montijoon Exhibition that was held at Prince Sultan University. We Riyadh Chamber and the Business Department to organize this event. The event was attended by Dr. Rima AlYahya, Vice Rector of Women Campus. The ceremony was concluded with bidding thanks to Prince Sultan University for hosting this ceremony.

### Event Details

|   |  |
|---|--|
| Program:                                      | ثلاثا نوجتتم تآلفاق ضرعه   |
| Date(s):                                      | April 18-19, 2018  |
| Time & Duration:                              | 10:00 am – 3:00 pm   |
| Attendees:                                    | PSU and Community  |
| No. of Booths                                 | 23 booths  |
| Status of accomplishment:                     | 100%   |
| Collaborative unit(s) and/or organization(s): | <p><u>Workshop and Entrepreneur Clinic:</u><br/>           Dr. Fariza Binty Hashim - Associate Dean CBA<br/> <small>Dr. Nazia Hashmi – Business Faculty Member</small></p> <p><u>Exhibition:</u><br/>           Dr. Noor Azizan - Business Faculty Member<br/>           Ms. Nouf Al-Jarallah – Riyadh Chamber</p> |
| CSCEC Supervisor(s):                          | CSCEC Office   |
| Project type:                                 | External   |

### List of Booths:

#### 4.3.2 Evidence 1: CSCEC Report

(Page 100-129)

The exhibition consisted of 23 booths from various industries. Please find the list below:

| No. | Name                      | Booth                  |
|-----|---------------------------|------------------------|
| 1   | Amal Saad AlTurki         | Food                   |
| 2   | Habibah Abdullah Dakheen  |                        |
| 3   | Batlaa Fuhaid AlGhasim    |                        |
| 4   | Hadeel Mohammed AlDbas    |                        |
| 5   | Hind Sulaiman AlDera      |                        |
| 6   | Afraa Goslan AlBogma      | Sweets                 |
| 7   | Sarah Khalid AlFayez      |                        |
| 8   | Asma Mohammed AlZayd      | Spices                 |
| 9   | Kholoud Saad AlZuhairi    | Juices                 |
| 10  | Abeer Mohammed AlSulaiman | Handcrafts             |
| 11  | Reem Mubarak AlEissa      |                        |
| 12  | Thuraya Saad AlGabaa      |                        |
| 13  | Mariam Sharahli           |                        |
| 14  | Haifa Dawood Atewy        | Accessories            |
| 15  | Wafaa Abdullah AlHussain  |                        |
| 16  | Banan Ahmed AlKhudairi    | Abayas                 |
| 17  | Andaleeb Fahad AlFawzan   | Fashion                |
| 18  | Hela Hamad Almanea        |                        |
| 19  | Sameah Saleh AlNuwaiser   | Perfume                |
| 20  | Maram AlTamimi            | Makeup and Beauty      |
| 21  | Sumaya Mohammed AlShaea   |                        |
| 22  | Hanan Ibrahim AlHusaini   |                        |
| 23  | Rayoof Sagr AlSugeer      | Cell Phone Maintenance |



4.3.2 Evidence 1: CSCEC Report  
(Page 100-129)

# Community Service Center

## Exhibitions & Events

### Career Expo 2018



Career Expo 2018 is a recruitment exhibition held by Prince Sultan University for the 10th year in a row and was marked this year since for the following additions:

- It was opened for three days as the first time as it's the 10th one.
- College for women this year opened Career Expo for both genders.
- Tamheed program in where the visitors can have an online personality test and the result of 7 pages will be discussed in an individual discussion with certified PSU faculty members.
- Highlight PSU talented students by providing them an opportunity to share their success stories by being presenters in some of Career Expo workshops.

#### 4.3.2 Evidence 2: CSCEC 2019 PPT.

(Page 44-46)

- Adding prizes provided by the strategic sponsor, STC
- Including Outdoor area to Career Expo by providing food trucks and a big wall painted live by an artist.

# Community Service Center

## Exhibitions & Events

### Career Expo 2018



*References:*



ندعوكم لحضور



**المكان:** البهو الرئيسي في مبنى ٢  
**اليوم:** الأربعاء والخميس، ١٨ و ١٩ أبريل، ٢٠١٨  
**الوقت:** ١٠ صباحاً حتى ٣ مساءً

تشرف جامعة الأمير سلطان - فرع الطالبات  
متهمة يكتب خدمة المجتمع والتعليم المستمر  
بالتعاون مع الغرفة التجارية الصناعية بالرياض  
الفرع النسائي، بدعوتكم لحضور **قافلة منتجون ٣**



@BSU\_GCI



gci\_ow@psu.edu.sa



011-494-8827

4.3.2 Evidence 3: CSCEC Report  
(Page 130-137)



4.3.2 Evidence 3: CSCEC Report  
(Page 130-137)



4.3.2 Evidence 3: CSCEC Report  
(Page 130-137)





4.3.2 Evidence 3: CSCEC Report  
(Page 130-137)



4.3.2 Evidence 3: CSCEC Report  
(Page 130-137)



## Elite Program

08 August 2018

### Overview

In collaboration with Monsha'at and Elite, we were able to launch the first Elite Program for SMEs in the Middle East. The CSCEC department provided a medium in which our faculty, with expertise in the business field, customized the Elite modules in order to provide the SMEs with the most relevant information possible to equip them with the tools and skills to grow in our economy.

Monsha'at develops, enables, and advocates for SMEs to thrive, in collaboration with their strategic partners in the public, private and non-profit sectors. They strive to make the Small & Medium Enterprises a key driver of KSA's economic development and an enabler in achieving Saudi Vision 2030 and beyond.

ELITE is a unique platform designed to help the UK's most exciting and ambitious private companies prepare and structure for their next stage of growth. ELITE is a three-part service of education, business support, mentoring and access delivered in collaboration with Imperial College Business School.

### Workshop Details

|                                 |  |
|---------------------------------|--|
| <b>Date</b>                     | <b>5 February 2018 - PRESENT</b>   |
| <b>Duration</b>                 | 8:00 am - 5:00 pm  |
| <b>Number of Attendees</b>      | 40   |
| <b>Status of Accomplishment</b> | <b>ON GOING</b>  |
| <b>Instructors</b>              | Dr. Fariza Bint Hashem<br>Dr. Noor Azizan<br>Assoc. Prof. Dr. Abdul Rahim Abu Bakar<br>Dr. Zainurin Dahari<br>Ms. Ghadeer Al Tassan<br>Dr. Kamilah Kamaludin |
| <b>Coordinator</b>              | Ms. Maha AlKhwyter<br>Ms. Mashael Al- AlShaikh   |

4.3.2 Evidence 3: CSCEC Report  
(Page 130-137)