

## Career Trek is about winning talent before the race starts.

Top students don't choose jobs first; they choose cities, lifestyles, and employers they recognize. The Greater Fort Lauderdale/University of Florida Career Trek gives South Florida companies early visibility with high-potential University of Florida students *before* recruiting timelines and job postings dictate their choices. This experience builds authentic relationships, brand recognition, and a warm future hiring pipeline without the pressure of on-the-spot recruiting.

Over two days, 45 high-caliber UF students specializing in Artificial Intelligence, Computer Science, Mechanical Engineering, Finance, and Business will engage directly with South Florida's leading firms to visualize their professional future in the region.

This is an immersion experience, not a job fair. The Career Trek focuses on building long-term regional affinity and organizational

The student experience is structured to move from self-understanding to real workplace interaction. Students complete the **Maxwell DISC Career Success Assessment** beforehand to support meaningful conversations about communication and workplace fit.

- Workplace exposure and industry context
- Small group career conversations
- Networking reception
- Mock interviews and resume feedback
- Financial and relocation considerations



Students recognize local opportunities once they understand the people and the work behind them. Career Trek places your organization into the set of places students consider when deciding where to begin their careers.

### Participation Opportunities

#### Regional Sponsor — \$2,000

- Opportunity to address the full student cohort
- Prominent recognition in all program communications and materials
- Acknowledgement during opening and closing sessions
- Featured in student preparation materials and post-program recap

#### Engagement Sponsor — \$1,500

- Recognition in program communications and materials
- Acknowledgement during the opening and closing sessions
- Included in student preparation materials and post program recap

#### Supporting Sponsor — \$750

- Name recognition in program materials and recap
- Acknowledgement during opening and closing sessions

Support covers student preparation tools, transportation, coordination, and continuation of this annual regional talent connection pathway.