



WORLD OF FORD – October 28- 31, 2009

The University’s *World of Ford* will be held **Wednesday through Saturday, October 28th-31st, 2009**. This campus-wide event offers students, faculty, and staff an opportunity to become acquainted with the automotive industry and the new exciting vehicle programs offered at Ford Motor Company.

The days will include **value-added workshops, presentations, mock interviews and internship interviews** in the fields of **Human Resources, Purchasing and Marketing, Sales and Service**. The goal is to expose today's students to the paths of success in the current economic environment. Also, this year we will sponsor a special lecture-series presentation from **world-renown business leader and author, George Fraser**.

The Deans Lecture Series will feature a **Presentation called "The Goal of All Networking"**. Our workshop will review **Resume Preparation and Interviewing Techniques**. **Mock Interviews** will be incorporated into the day to provide real-life examples of a standard interview process. This session will focus on techniques students can use to properly market themselves by increasing their awareness of the skills required to become successful in interviewing, relationship building, managing goals and aspirations, ascending the corporate ladder, and participating in their communities.

As in prior years, the *World of Ford* will feature Ford Motor Company **exciting vehicle displays, special give-a-ways** – including student drawings for **Panther Paw Cash cards, iTune Cards** and many more **gift gadgets**.

We encourage faculty to allow their students to participate in *World of Ford* activities, especially the Lecture Series, Career Development Workshops in the morning and the Mock Interview sessions scheduled for the afternoon. A complete schedule of *World of Ford* activities is listed below. Questions please contact either Ernita Hemmitt: 404-880-6701 or Alice Cayson: 404-880-8442.

	<u>October 28th</u>	
6:00 pm- 8:30 pm	Ford Motor Company Presentation and Reception	Thomas W. Cole, Jr. Science Research Center Board Room
	<u>October 29th</u>	
9:00 am- 11:00 am	Professional Development Workshop	Thomas W. Cole, Jr. Science Research Center Lecture Room 1043
11:00 am- 12:00 pm	Deans Lecture Series Guest Speaker – George Fraser “The Goal of All Networking”	Thomas W. Cole, Jr. Science Research Center Auditorium
1:00 pm- 5:00 pm	Mock Interviews (sign up @ Career Placement Center)	Thayer Hall, Lower Level
	<u>October 30th</u>	
9:00 am- 2:00 pm	Internship Interviews Marketing & Sales, Purchasing Human Resources	Career Planning & Placement Center Thayer Hall, Lower Level
11:30 am - 3:30 pm	Ford Drive One for your HBCU Vehicle Displays & Premium Giveaways	University Promenade/Student Union
	<u>October 31st</u>	
9:00 am- 5:00 pm	CAU vs. N. Greenville College Road Trip HBCU Tour	Display booth, Roaming Street Team Campus wide & Premium Giveaways