International Council of Malaysian Scholars (ICMS)

NAxt Step: Virtual Career Fair Proposal

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1.0   Introduction

1.1   ICMS

ICMS is a student-led, apolitical, and non-profit organisation connecting Malaysian scholars worldwide. The North America Chapter has over 400 alumni and active members, and longstanding partnerships with a myriad of organisations, both with student organisations and external relations. We specialise in organising professional, academic, and networking events that elevate Malaysian talent and foster global engagement.

1.2   Initiative (Abstract of Proposal)

Malaysian Career Fair in North America is a 3-day virtual career fair during the Winter Break (As of now, it will be on the 18th, 19th, and 20th January 2026) featuring company showcases, networking sessions, and interview opportunities for Malaysian students in the U.S. and Canada. The initiative includes collaborations with TalentCorp, NAMSA, and AMEU-US to enhance outreach and employer engagement.

2.0   Aims, Objectives, and Learning Outcomes

2.1   Aims

1. **Bridge talent and opportunities** by connecting Malaysian students in North America with Malaysia-based and global employers through a virtual, time-zone-friendly format.
2. **Accelerate career readiness** via practical workshops, recruiter networking, and structured interview pathways.
3. **Strengthen the ICMS ecosystem** by deepening partnerships (e.g., NAMSA, AMEU-US, TalentCorp) and building a repeatable, data-driven career fair model.
4. **Advance equity of access** by lowering travel/cost barriers so students across the U.S. and Canada can participate regardless of location or means.

2.2   Objectives (KPIs)

1) Participation & Reach

Based on responses from our **student interest form**, we found that Malaysian students in North America are most interested in opportunities within **technology/data, finance, consulting, and large conglomerates**. Companies such as **Petronas, CIMB, and Deloitte** ranked among the most requested employers. This data-driven insight underscores the

importance of targeting these industries for participation, as aligning with student demand will not only maximise event attendance but also ensure strong follow-through into applications and interviews.

- **1.1 Student registrations:** ≥ **150** registrants; **100+** unique attendees across live sessions.
  Evidence: Registration database; platform attendance logs.
- **1.2 Geographic coverage:** Participants from **≥ 15** campuses across **≥ 6** provinces/states; **≥ 35%** based in Canada.
  Evidence: Registration form fields; campus mapping.
- **1.3 Session engagement: ≥ 50%** of attendees join **≥ 2** sessions (networking/workshops).
  Evidence: Session attendance logs matched by user ID.

2) Employer Engagement

- **2.1 Company participation: 10–15** companies confirmed;
  Evidence: Signed confirmations; employer briefs.
- **2.2 Recruiter capacity:** Average **2–3** recruiters per company across showcases + networking.
  Evidence: Speaker/recruiter roster; room assignments.
- **2.3 Interview pipeline: ≥ 30%** of attendees included in at least one resume shortlist; **≥ 20%** receive an interview invite in Week 2 (or scheduled post-fair).
  Evidence: Resume-book download tracking; employer feedback form; interview scheduling records.

3) Career Readiness & Outcomes

- **3.1 Workshop delivery:** At least **2** resume labs and **2** mock interview clinics, each capped for quality (e.g., 10–15 seats) and filled at **≥ 80%**.
  Evidence: Workshop rosters; waitlist counts.
- **3.2 Skill confidence uplift: ≥ 70%** of workshop participants report **increased confidence** in job-search skills (resume tailoring, storytelling, STAR responses).
  Evidence: Pre/post micro-surveys (5-point Likert).
- **3.3 Conversion to applications: ≥ 40%** of attendees submit **≥ 1** application to a participating employer.
  Evidence: Post-event survey; employer self-reports (aggregated/anonymous).

3.0 Event Content

3.1 Event Details

Date: 18th, 19th and 20th January 2026
Duration: 3 days
Time: 9:00 AM – 12:00 PM MYT
Platform: TBD (Ibentos, vfairs, Gatherly)

3.2   Event Itinerary

Time	Duration	Agenda
0855 – 0900	5 minutes	Registration
0900 – 0905	5 minutes	Daily Keynote Video
0905 – 1150	165 minutes	Networking Session
1150 – 1200	10 minutes	Wrap Up

3.3   Activity Details

1) Pre-Event Preparation
- Registered participants may submit their resumes prior to the event.
- Recruiters will have access to review submitted resumes in advance.
- Recruiters may schedule one-on-one meetings with candidates of interest.
- Students will be notified if a recruiter expresses interest in networking with them.

2) Login and Introduction
- Participants log in using the email address provided during registration.
- Upon logging in, a skippable short tutorial video will be displayed. The tutorial will guide participants through the platform's key features and navigation.
- A **5-minute daily keynote video** will be played before the networking session begins. Keynote content will feature messages from our sponsors, TalentCorp, or ICMS alumni. The keynote is designed to inspire and encourage participants as they prepare for networking.

3) Networking Session

- Participants may visit company booths to engage with recruiters via chat or roundtable discussions.
- Multiple virtual floors will be available, allowing participants to connect with different companies.
- Each roundtable session will be limited to **15 minutes and 2/3 participants** for each session.
- The time limit ensures fair access for all participants. This approach minimises wait times and allows more students to engage with recruiters.
- A dedicated student lounge area will enable peer-to-peer networking and interaction.
- Participants may watch company webinar videos while waiting for a seat to become available.
- Participants have the option to apply for positions directly, without requiring prior networking with recruiters.

4.0 Budget

The event is sponsored by TalentCorp and has been classified as a **Tier 1 event**, granting us access to funding of RM 10,000 (2366 USD). The entire budget will be allocated toward the virtual career fair platform. The platforms currently under consideration include:

- Vfairs - 3,500 USD
- Ibentos - 1,500 - 2000 CAD
- Gatherly - 1,797 USD

Vfairs is priced higher as they provide dedicated technical support throughout the event, ensuring a seamless experience. In contrast, Gatherly offers a more cost-effective option, but the event management would need to be handled entirely by our team. Ibentos seems the best option, price and feature-wise.

5.0 Risk Management

1) Low Registration
   - **Targeted Marketing:** Promote the event through student email from student surveys and MSOCs.
   - **Early Promotion:** Launch registration campaigns well in advance to give students time to plan.
   - **Engaging Content:** Highlight participating companies, keynote speakers, and networking opportunities to make the event appealing.

- **Reminders & Follow-ups:** Send periodic email reminders and notifications leading up to the event.

2) Low Attendance
   - **Send Timely Reminders:** Email leading up to and on the day of the event.
   - **Pre-event Engagement:** Use social media, polls, or discussion boards to build anticipation and commitment.
   - **Highlight Value:** Clearly communicate what attendees will gain (career opportunities, company insights).

3) Technical Problems
   - **Testing & Rehearsals:** Conduct dry runs with speakers, recruiters, and moderators.
   - **Technical Support Usage:** Technical support is available 24/7; hence, use it in the case of technical issues.
   - **User Preparation:** Provide guidelines on system requirements, browser compatibility, and connection speed.

4) Recruiter Absence
   - **Advance Confirmation:** Send reminders and confirmations to recruiters well before the event.
   - **Clear Communication:** Immediately inform participants of any changes or cancellations to manage expectations.
   - **Post-Event Follow-Up:** Provide alternative ways for students to connect with absent recruiters, such as email or follow-up webinars.

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