

THE BIG GUIDE TO LIVING AND WORKING OVERSEAS ONLINE

Campus Event Service

(The BIG Guide Online + SEMINAR My Global Career Skills)

The publisher of *The BIG Guide to Living and Working Overseas ONLINE* is pleased to offer a NEW service that career and study abroad offices can offer to their students in conjunction with special events (such as a Career Fair, International Week or International Education Week). The service bundle includes:

- **Free 12-month subscriptions to *The BIG Guide to Living and Working Overseas ONLINE* for all students:** Schools purchase a three-week window over the course of which an unlimited number of students and staff can register for a free 12-month subscription to *The BIG Guide Online*.
- **Two-part SEMINAR *My Global Career Skills***
 - **Part One: WEBINAR: *Exploring The BIG Guide Online***
Presented by Jean-Marc Hachey, author and online publisher of *The BIG Guide to Living and Working Overseas ONLINE*. Jean Marc hosts this one-hour webinar about building international credentials and instructs students and staff on how to navigate *The BIG Guide Online*.
 - **Part Two: WORKSHOP: *My International Experience***
A facilitator and two student assistants at your school makes use of our online quizzes to coach students as they measure their level of international experience and devise strategies for acquiring global career skills during this hour-long workshop.

Presented by:

Jean-Marc Hachey

Author and Online Publisher: *The BIG Guide to Living and Working Overseas*

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OFFER OF SERVICE

The publisher of *The BIG Guide to Living and Working Overseas* ONLINE is very pleased to offer a NEW service that career and study abroad offices can offer to their students during special events such as a Career Fair, International Week or International Education Week.

The **Campus Event Service** includes unlimited access to *The BIG Guide Online*, and a two-part seminar, *My Global Career Skills*. Help your students build their global career skills by purchasing our *Campus Event Service* for any one of the following events:

- International Week
- International Education Week (Nov 15-19, 2010)
- Career Fairs or Career Week
- Study Abroad Fair or Go Abroad (Volunteer) Fair
- Workshops: volunteer, study, intern, travel or work abroad
- Orientation Week (encourage freshman to start early to build their global career skills)
- Or host the seminar *My Global Career Skills* as a stand-alone event

DETAILS: **Campus Event Service** (*The BIG Guide Online* + SEMINAR *My Global Career Skills*)
This offer of service consists of two interrelated components:

- **FREE 12-month subscriptions to *The BIG Guide Online* (value of \$24.95 each):** Schools purchase a three-week window, over the course of which an unlimited number of students and staff can register for a free 12-month subscription to *The BIG Guide Online*. As suggested above, this is a perfect complement to an International Week or another similar event. Seminar participants in particular are encouraged to pre-register for free online service before attending the two-part seminar described below.
- **SEMINAR *My Global Career Skills*:** This two-hour seminar is divided into two parts:
 - **Part One WEBINAR: *Exploring The BIG Guide Online* (1 hour):** Presented by *BIG Guide* author and online publisher Jean-Marc Hachey, this webinar will consist of 50% international careers advice and 50% how-to advice for navigating and using *The BIG Guide Online* to build global career skills. The 30-minute webinar is followed by a 15-minute Q&A session. Participants will be encouraged to bring their personal computers to the seminar in order to login and explore *The BIG Guide Online* while Hachey's webinar is projected on a large screen.
 - **Part Two WORKSHOP: *My International Experience* (1 hour):** A staff facilitator and two student assistants from your school's study abroad or career office hosts/presents this workshop. Students are invited to complete three online quizzes from *The BIG Guide Online* to measure their level of international experience. The theme is "*My International Experience*," with a special focus on how to acquire international experience while still in university. The facilitator can then organize the students into discussion groups based on their *My Scorecard* ratings (Bronze, Silver or Gold). **NOTE ABOUT ADVANCED STUDENTS:** If your student audience is advanced (you expect that they will score Silver or Gold on the 3 quizzes measuring *My International Experience*) there is an alternative set of more advanced quizzes with alternative content geared, see
 - APPENDIX I: WORKSHOP ALTERNATIVES: (1) *My International Jobs and Internships*, (2) *My International IQ*, (3) *My Political, Economic and Geographic Knowledge*

Benefits

- **The free 12-month subscriptions to *The BIG Guide Online* will help create buzz and value for your international event.** (Advertised as a limited time offer to students and staff in conjunction with an event or series of events on campus.) Depending on the level of marketing that is undertaken, a large number of staff and students can benefit from this free 12-month subscription.
- **Student advisors will benefit greatly.** Student advisors from the career offices, study abroad offices, international student advisors, and academic advisors will be able to access *The BIG Guide Online* to help with their student advising for a full year.

- **The *My Global Career Skills* seminar is highly interactive and will boost student interest in going abroad.** Each student will have access to *The BIG Guide Online* during the seminar (students are encouraged to bring their laptops along). The seminar will boost their interest in international careers and present them with *The BIG Guide* resource.
- **This service package has long-term benefits.** *The BIG Guide Online* is a resource designed for long-term use (multiple visits) and students who take advantage of all elements of the site will be well on their way to building global credentials. Staff and student advisors will have a strong resource to use when assisting students with international career goals. Users can also customize *The BIG Guide* with bookmarks, yellow highlights, personal notes and more.
- **The *Campus Event Service* allows your school to assess student interest in our online resource before making a commitment to purchase our annual subscription service, *College Site Access to The BIG Guide Online*.** The *Campus Event Service* (three-week subscription period) is approximately 50% cheaper than *College Site Access to The BIG Guide Online* (52-week subscription period).
- **To save 50%, schools may choose to purchase the *Campus Event Service* each year instead of the alternative 12-month subscription service *College Site Access to The BIG Guide Online*.** If your budgets are tight, consider offering the *Campus Event Service* annually (each fall for example) to your students, student advisors and faculty.

FEES for Campus Event Service for schools that do NOT have a license for *College Site Access to The BIG Guide Online*

- Our fees are based on school size. The fee can be applied to an individual department or the entire school (including satellite campuses, if they share the same domain name in the school's assigned e-mail address).

Campus Event Service (USA)	Fee
Very Small Schools (less than 1,000 students)	\$ 750
Small Schools (1,000 to 3,000 students)	\$ 950
Medium Schools (3,000 to 10,000 students)	\$ 1,350
Large Schools (10,000 to 30,000)	\$ 1,750
Very Large Schools (more than 30,000)	\$ 1,950
Campus Event Service (Canada):	
Small Schools (less than 8,000 students)	\$ 950
Medium Schools (8,000 to 20,000 students)	\$ 1,350
Large Schools (20,000 to 45,000 students)	\$ 1,750
Very Large Schools (over 45,000 students)	\$ 1,950

- Service bundle includes:
 - Free 12-month subscriptions to *The BIG Guide Online* (Premium Access) for all students and staff during a three-week window selected by your school.
 - One-hour webinar presented by Jean-Marc Hachey, including a Q&A session.
 - Project manual with marketing tools (sample e-mails, posters, PowerPoint slides) and coaching support for *My International Experience* workshop facilitator.
- **SPECIAL OFFER:** If your school decides to purchase an annual site license (*College Site Access to The BIG Guide Online*) within six months of purchasing the *Campus Event Service*, the above fees will be applied towards the annual subscription (regular price). This offer cannot be used in conjunction with other discounts. Pricing information can be found at <http://www.workingoverseas.com/college-site-access-pricing>.

FEES for Existing Clients of *College Site Access to The BIG Guide Online*

- The following services are FREE for our clients who have purchased *College Site Access The BIG Guide Online* (Premium Access):
 - 30-minute pre-recorded webinar by Jean-Marc Hachey
 - Tools: Seminar outline, marketing tools (see information in our project manual)
 - Coaching support for workshop facilitator (approximately 30 minutes of phone support)
- ADDITIONAL SERVICE (Optional): Our clients can request a “live” webinar session with Jean-Marc Hachey for an additional fee of \$350. This service includes:
 - Pre-webinar technical testing (generally on the day before the event)
 - 30-minute live webinar, followed by a 15-minute Q&A session with Jean-Marc Hachey
 -

SEMINAR PARAMETERS: (Webinar & Workshop)

Purpose of Seminar *My Global Career Skills*

The purpose of this seminar is to:

1. Get students excited about building their global career skills using *The BIG Guide Online*.
2. Encourage students to build their international credentials while on campus.
3. Encourage students to go abroad to study, volunteer, intern, travel or work.

Learning Objectives

By the end of this seminar, students will:

1. Understand how to navigate and use all the features of *The BIG Guide Online*.
2. Know that the Web site is designed for multiple visits and that it can be customized to fit their needs as they go about acquiring global career skills.
3. Recognize that acquiring international credentials is a step-by-step process accomplished over time while still in school.
4. Be able to describe their own international experiences to date, and be inspired by hearing encouraging stories from other students with international experiences.
5. Find out where to access on-campus advice about going abroad.

Number of Students

This seminar is designed for groups of 25+ students.

Location & Equipment

This workshop is facilitated on campus, in a classroom setting, with the combination of a live webinar and large group and paired activities. Equipment: projector with big screen; wireless access to the internet (students are encouraged to bring their laptops to this seminar).

Project Staff

- **Pre-Webinar and Webinar:** Jean-Marc Hachey, author and online publisher of *The BIG Guide Online*.
- **Facilitator:** The school provides one or two facilitators, generally a career and/or study abroad advisor who has international experience.
- **Student Assistants:** The facilitator should be accompanied by two student assistants who help to animate the session by interacting with the students on a more personal level. These assistants should have previous international experience and be ready to share their stories and advice with the group.

Overview and Timing (120 Minutes)

- PART ONE: WEBINAR *Exploring The BIG Guide Online* (45 minutes + 15 introduction and closing)
- PART TWO: WORKSHOP *My International Experience* (60 minutes)

Materials and Resources

- *The BIG Guide Online* site
- APPENDIX A: SAMPLE POSTER
- APPENDIX B: E-MAIL ANNOUNCEMENTS TO STUDENTS
- APPENDIX C: WORKSHOP HANDOUTS: *24 Ways to Help You Go International*

- APPENDIX D: WORKSHOP QUIZ: *My International Experience*
- APPENDIX E: WORKSHOP QUIZ: *My Scorecard*
- APPENDIX F: WORKSHOP: Opening Slide for Paired Discussion: *What Two Strategies?*
- APPENDIX F: WORKSHOP: (1) Closing Slide for use AFTER Paired Discussion
- APPENDIX G: WORKSHOP HANDOUT: *International Services at Your School*
- APPENDIX H: SEMINAR EVALUATION FORM
- APPENDIX I: WORKSHOP ALTERNATIVES: (1) *My International Jobs and Internships*
- APPENDIX I: WORKSHOP ALTERNATIVES: (2) *My International IQ*
- APPENDIX I: WORKSHOP ALTERNATIVES: (3) *My Political, Economic and Geographic Knowledge*
- APPENDIX J: TECHNICAL SET UP: *College Site Access to The BIG Guide Online*

Project Files for Download

The following is a summary of files available for this project:

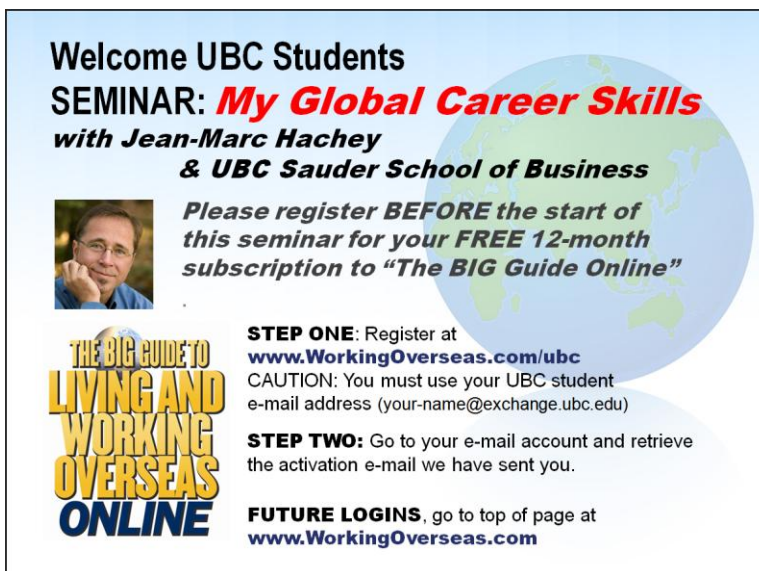
- **Column 1** lists links to the appendices in this document providing the full descriptions of the files.
- **Column 2** lists the links to download each file. Once a file is open on your screen, you should save it onto your computer and then modify it as required. NOTE: file download may take up to 30 seconds.

Column 1	Column 2
FILE DESCRIPTIONS (with links to each appendix)	DOWLOAD LINKS (Ctrl + Click to follow links)
Project Manual (Word File)	Word version: http://file.workingoverseas.com.s3.amazonaws.com/Mktg-Campaign/CEP01-PROJECT-MANUAL-PREM.doc PDF version http://file.workingoverseas.com.s3.amazonaws.com/Mktg-Campaign/CEP01-PROJECT-MANUAL-PREM.pdf
APPENDIX A: SAMPLE POSTER (Word File)	Word file for clients of <i>College Site Access to The BIG Guide Online</i> http://file.workingoverseas.com.s3.amazonaws.com/Mktg-Campaign/CEP02-POSTER-PREMIUM.doc Word file for non-clients of <i>College Site Access to The BIG Guide Online</i> http://file.workingoverseas.com.s3.amazonaws.com/Mktg-Campaign/CEP02-POSTER.doc
APPENDIX C: WORKSHOP HANDOUTS: 24 Ways to Help You Go International	File for clients of <i>College Site Access to The BIG Guide Online</i> (note that you must be logged into <i>The BIG Guide Online</i> to access this file). http://file.workingoverseas.com/QuickGuides/24-Ways-Go-International-2.pdf Word file for non-clients of <i>College Site Access to The BIG Guide Online</i> http://file.workingoverseas.com/QuickGuides-Public/24-Ways-Go-International-public.pdf
APPENDIX G: WORKSHOP HANDOUT <i>International Services at Your School</i> (Word File)	http://file.workingoverseas.com.s3.amazonaws.com/Mktg-Campaign/CEP03-HANDOUT-My-Sch-Serv.doc
APPENDIX H: SEMINAR EVALUATION FORM (Word File)	http://file.workingoverseas.com.s3.amazonaws.com/Mktg-Campaign/CEP04-EVALUATION-FORM.doc
POWERPOINT Slide for Workshop (for Appendix D, E, F and I) <ul style="list-style-type: none"> • APPENDIX D: WORKSHOP QUIZ <i>My International Experience</i> • APPENDIX E: WORKSHOP QUIZ <i>My Scorecard</i> • APPENDIX F: WORKSHOP: Opening Slide for Paired Discussion: <i>What Two Strategies?</i> 	http://file.workingoverseas.com.s3.amazonaws.com/Mktg-Campaign/CEP05-SLIDES-My-Int-Exp.pptx
POWER POINT Slide for ALTERNATIVE Workshop (for Appendix I) <ul style="list-style-type: none"> • APPENDIX I: WORKSHOP ALTERNATIVES: (1) <i>My International Jobs and Internships</i> • APPENDIX I: WORKSHOP ALTERNATIVES: (2) <i>My International IQ</i> • APPENDIX I: WORKSHOP ALTERNATIVES: (3) <i>My Political, Economic and Geographic Knowledge</i> 	http://file.workingoverseas.com.s3.amazonaws.com/Mktg-Campaign/CEP06-SLIDES-Alternatives.pptx


SEMINAR OUTLINE: *My Global Career Skills* (Webinar & Workshop)

PART ONE: WEBINAR, *Exploring The BIG Guide Online*

1. **Webinar technology:** Jean-Marc will be using GoToMeeting.com, a widely-used form of meeting management software. This software is easy to download, and the voice-over element can be broadcast via phone or over a PC speaker system.
2. **Pre-webinar:** Jean-Marc will be online for 15 minutes before the webinar starts. He will be showing a slide encouraging students to register for *The BIG Guide Online* while they are waiting for the session to start. The sign-up procedure is as follows:
 - **STEP ONE:** Go to www.workingoverseas.com/ubc and fill in the simple registration form and submit. CAUTION: You must use your student e-mail address (e.g. your-name@ubc.edu)
 - **STEP TWO:** To activate your account, you must then retrieve the activation e-mail sent to you.
 - **STEP THREE:** Once activated, you can log in at www.workingoverseas.com. We encourage you to explore the site a little before attending the workshop.The slide below will be shown prior to the start of the webinar:



Welcome UBC Students
SEMINAR: *My Global Career Skills*
with Jean-Marc Hachey
& UBC Sauder School of Business

 **Please register *BEFORE* the start of this seminar for your *FREE 12-month* subscription to "*The BIG Guide Online*"**

THE BIG GUIDE TO LIVING AND WORKING OVERSEAS ONLINE

STEP ONE: Register at www.WorkingOverseas.com/ubc
CAUTION: You must use your UBC student e-mail address (your-name@exchange.ubc.edu)

STEP TWO: Go to your e-mail account and retrieve the activation e-mail we have sent you.

FUTURE LOGINS, go to top of page at www.WorkingOverseas.com

To view this slide, [download the PowerPoint slide show for the WORKSHOP QUIZ *My International Experience*](#).

3. **About Jean-Marc's Webinar:**
 - a. **WEBINAR TIMING:** It will last 45 minutes, (30 minutes on *The BIG Guide Online*, 15 minutes Q&A). This allows the facilitator an extra 15 minutes for variable elements, such as a 5-minute delay in starting the session, a 5-minute welcome message and a 5 minute closing message.
 - b. **WEBINAR CONTENT:** This webinar will consist of 50% international careers advice and 50% how-to advice for navigating and using *The BIG Guide Online* to build global career skills. Participants will be encouraged to bring their own personal computers to the seminar in order to log in and explore *The BIG Guide Online* while Hachey's webinar is projected on a large screen.
 - c. **CAUTION:** Both Jean-Marc and the workshop facilitator will encourage students to follow Jean-Marc's presentation on the big screen while independently navigating *The BIG Guide* site on their personal computer (Today's students are used to multitasking and like the interaction of independently exploring *The BIG Guide Online* while viewing the webinar.)

4. **Opening Remarks by Facilitator (5-10 minutes, including delay & remarks):**
 - a. Welcome the students.
 - b. Speak about the objectives of this session.
 - c. Mention the content and timing of Part One (this webinar) and Part Two (the workshop) of this seminar.
 - d. Encourage students (and their fellow student-friends who are not in attendance) to sign up for their free 12-month subscriptions. Note the sign-up deadline.
 - e. Introduce Jean-Marc Hachey, author and online publisher of *The BIG Guide to Living and Working Overseas*. Consider showing a copy of his book to your audience.

5. **Jean-Marc's Webinar (30 minutes):** Jean-Marc will speak online for 30 minutes. Jean-Marc will be muting your school during this session and will not hear the facilitator. This will allow the facilitator to guide students during the webinar. The facilitator will need a cell phone in the room to be able to call Jean-Marc if there is a problem. Jean-Marc's toll free number is 1-888-493-2239 (US and Canada).

6. **Jean-Marc's Q&A (15 minutes):** This session can be managed in a number of ways:
 - a. The facilitator can collect written questions during the session and send them to Jean-Marc using the chat feature.
 - b. Jean-Marc can "un-mute" the facilitator, who can then transmit the student's questions live over a phone line, or by using the PC's microphone and speaker. Some seminar rooms are equipped with individual microphones for students to ask questions from their desks.

PART TWO: WORKSHOP, *My International Experience*

1. **Workshop Purpose:** What is important about this session is that students engage with one another and that they be inspired to build international experience after hearing one another's stories; it should not be an intimidating experience, but rather an encouraging and congratulatory one.
NOTE ABOUT ADVANCED STUDENTS: If your student audience is advanced (i.e. you expect that they will score Silver or Gold on the three *My International Experience* quizzes, there is an alternative set of more advanced quizzes that can be used. See:
 - APPENDIX I: WORKSHOP ALTERNATIVES: (1) *My International Jobs and Internships*
 - APPENDIX I: WORKSHOP ALTERNATIVES: (2) *My International IQ*
 - APPENDIX I: WORKSHOP ALTERNATIVES: (3) *My Political, Economic and Geographic Knowledge*
2. **Facilitator Introductions (5-10 minutes):**
 - a. Thank Jean-Marc for his *Exploring The BIG Guide Online* webinar.
 - b. Welcome the students and applaud them for wanting to go abroad and build their international credentials. Mention that “*global career skills are increasingly important in today’s working world. We live in a world dominated by the new global economy.*”
 - c. Explain the workshop outline and theme: *My International Experience*
 - d. Tell students that the objective of the workshop is to:
 - i. measure their international experience
 - ii. identify ways to increase their level of international experience
 - iii. allow them to meet other students who are building their international credentials
 - iv. finally, be sure to mention that “*We APPLAUD you for the work you have done so far and to ENCOURAGE you to go out in the world and do more to build your global career skills.*”
 - e. Hand out the two-page *Quick Guide: 24 Ways to Help You Go International*. Explain that this handout is a summary of the three quizzes that they are about to complete. (See APPENDIX C: WORKSHOP HANDOUTS: *24 Ways to Help You Go International*.)
 - f. **Student Assistants:** The facilitator should be accompanied by two student assistants who help to animate the session by interacting with students on a more personal level. Students want to hear from other students. These assistants should have previous international experience and therefore be ready to share their own career stories about how they gained international experience.
3. **Student Exercise: Three *My International Experience* Quizzes(15-20 minutes):**
 - a. Access *The BIG Guide Online*:
 - i. **SHOW SLIDE** in APPENDIX D: WORKSHOP QUIZ: *My International Experience*. Refer to the three quizzes on the big screen. Encourage students to sign in to *The BIG Guide Online* if they have not already done so (see “Pre-Webinar” section above).
 - ii. NOTE: Jean-Marc will also have finished his previous webinar with a review of *The BIG Guide Online* quizzes.
 - iii. NOTE: It takes a quick reader 10-15 minute to answer these questions. Caution students to work quickly.
 - b. Completing the three quizzes:
 - i. Explain to the students that the last four questions in each quiz are “self-identified activity” questions that they can evaluate themselves on. You can use the *My Notes* feature to write out a description of this activity on the screen.
 - ii. Remind students that they only need to answer 10 of the 12 questions in each quiz.
 - iii. **If a student does not have a computer**, invite them to follow along with another student. Alternatively, they can rate themselves using the *Quick Guide: 24 Ways to Help You Go International*. This handout is a summary of the three quizzes. (Students who use this method will have to add up their own score.)
 - iv. **SHOW SLIDE** in APPENDIX E: WORKSHOP QUIZ: *My Scorecard*.
4. **Show of Hands & Discussing the Results (5 minutes):** Ask for a show of hands (a visual indication of how individuals in the group scored) on who scored: Novice, Bronze, Silver or Gold

using the *My Scorecard* feature of *The BIG Guide Online*. NOTE: Please conduct this exercise slowly and encourage students to look around so that students can identify with each other. Note that you do not want to single out the “novices.”

- a. Ask students to raise their hands if they scored Bronze, Silver or Gold on the FIRST QUIZ, *My International Experience on Campus*. Ask students to keep their hands raised if they scored Silver or Gold on this quiz. Ask Gold students to keep their hands raised.
- b. Do the above for the SECOND QUIZ, *Going Abroad While Studying at College*.
- c. Do the above for the THIRD QUIZ, *International Experience Outside of College*.
- d. If appropriate (i.e. if you have all-around strong candidates), you can ask for an overall total score for Bronze, Silver or Gold.
- e. Summarize the results of the three quizzes as follows:
 - *Congratulate students on completing the quizzes.*
 - *Explain that quiz results vary based on a student’s level of schooling. A first- or second-year student can be satisfied with a Bronze rating, while a student who is about to graduate should aim for a Silver or Gold rating. Remind students that they can go back and upgrade their scores as they build more experience.*
 - *Explain that every element of the quiz can be added to their CV to demonstrate to future international recruiters that they have international credentials.*

5. **Sharing Three Success Stories (10 minutes):** Ask for two or three international career success stories from the top candidates. Ask students to share what they have done in terms of international experience. NOTE: Student assistants should be ready to step in with their own stories if audience members do not come forward at this point.

6. **Paired Discussions: *What Two Strategies?* (5 minutes).**

- a. SHOW SLIDE in APPENDIX F: WORKSHOP: Opening Slide for Paired Discussion: *What Two Strategies?* Ask students to discuss with their neighbor (groups of two) to answer the following questions:
 - What two strategies could you undertake to gain international experience (build your global career skills) during the next six months?
 - NOTE: One of the two strategies should be about how to gain international experience on campus.
- b. SHOW SLIDE in APPENDIX F: WORKSHOP: Closing Slide AFTER Paired Discussion

7. **Group Discussion: *What Two Strategies?* Take-Up (10 minutes):**

NOTE: This exercise is focused around reporting back to the large group what was discussed in the paired discussions.

- Ask a couple of Novices to stand up and tell everyone their two strategies.
- Ask the same question of two Bronze, two Silver and two Gold participants.

NOTE: Student assistants should be ready to step in with their own stories if audience members do not come forward at this point.

8. **Presentation About School Services (5 minutes):**

- a. Distributes a handout that outlines the services your school offers to help students build their global career skills. (See APPENDIX G: WORKSHOP HANDOUT: *International Services at Your School*.)
- b. CAUTION: Do not lecture on all the school’s services, otherwise this would change the interactive format of the workshop and take up valuable time.

9. **Closing remarks (5 minutes).**

- a. Hand out the seminar evaluation forms. (See APPENDIX H: SEMINAR EVALUATION FORM.)
- b. Remind students to make use of *The BIG Guide Online*. Their free subscription is good for 12 months.
- c. Remind them to tell their friends about the free subscription deadline (e.g. “there are only a few days left to sign up for this valuable service”).
- d. LAST QUESTION: Ask for 5 QUICK IDEAS (two sentences or less) on how students can use *The BIG Guide Online*.
- e. Thank the students for attending the *My Global Career Skills* seminar and express your support and good luck with their future international experiences.

IMPLEMENTATION PLAN

Project Staff and Roles

1. **Project Leader:** Coordinates overall project, starting with the coordination of the project approval process and ending with a final report. One of the most important roles is the execution of the marketing plan with the Marketing Coordinator.
2. **Marketing Coordinator:** (See marketing plan below).
3. **Workshop Facilitator:** Receives training and conducts the seminar and workshop.
4. **Two Student Assistants:** Their role is to assist the Workshop Facilitator. They should have previous international experience and be prepared to tell their career stories during the workshop.

Pre-Seminar Administration

1. **Technical Set-Up (School registration page, banner and logo):** Students will be able to register for their free 12-month subscriptions to *The BIG Guide Online* during a three-week period. Your school's *BIG Guide Online* account will be activated approximately two weeks prior to your seminar event and it will remain live for an additional week (three weeks total). We'll ask you to approve the wording associated with your school on the registration page and banner. (See APPENDIX H: SEMINAR EVALUATION FORM.)
2. **Facilitator coaching session:** Jean-Marc will work with your workshop facilitator(s) in a 30-minute online meeting, helping them navigate the online quizzes and prepare for the workshop portion of the seminar.
3. **Testing facilities:** Since the seminar event is dependent on technology, we should test this system (video and voice) prior to the seminar. This can be done any time during week prior to your event.
4. **Tracking Student Registrations:** Keep tabs of your school's usage stats. It's easy to find out how many students have registered for *The BIG Guide Online*. Consider tracking usage before and after your information seminars, e-mail campaigns or international events, or at the end of each month. If you would like to perform a detailed analysis of your users, see [instructions on how to download a detailed user's report](#). NOTE: One or more school staff can be assigned as a *BIG Guide School Administrator*, so that they can access usage statistics. We will also send you a final report with your usage statistics and a detailed list of users and their registration data.
5. **Our *BIG Guide* Activation E-mail & Your School's Spam Filter:** We send out an "activation e-mail" to all users who register. This activation e-mail is sometimes treated as "spam" by schools' spam filters. We suggest that you contact your IT administrator to ensure that our activation e-mail will not be identified as spam.

Marketing

The success of this seminar and free subscription period is highly dependent on marketing. The more students who sign up for a free 12-month subscription, the greater value you receive. There is no limit to the number of students who can register, so your school should design a marketing plan to reach the following groups.

1. **TARGET Students:**
 - a. **Mass e-mail:** This is the most important component of your marketing strategy. Consider sending out an announcement e-mail and a reminder e-mail. See our sample e-mail announcements, which can be modified for your event. (See APPENDIX B: E-MAIL ANNOUNCEMENTS TO STUDENTS).
 - b. **Poster Campaign:** See our sample poster, which can be modified for your event. (See APPENDIX A: SAMPLE POSTER.)
 - c. **Website Announcement:** Announce this event on your school's Web site. (See APPENDIX B: E-MAIL ANNOUNCEMENTS TO STUDENTS.)
 - d. **Student Newspaper:** Note that an article is better than an advertisement.
 - e. **Other international events:** Hand out posters to all students attending other international events at your school.


- f. **International Clubs on campus.**
- 2. **TARGET Career Centers, Study Abroad Office, International Students Office, Internationalization Committee Members** (including satellite offices):
 - a. **Ask each office to market the event to its constituents:** For example, the study abroad office could send an e-mail to all current and past study abroad program participants, and the international student office could send an e-mail to all foreign students.
 - b. **Each advisor registers for *The BIG Guide Online*:** Career counselors should register for their 12-month free access account. You can verify which staff have registered by visiting the *My Student Network* page (accessible through the *My Guide* menu) and perform a keyword search for “staff.” You can also download a usage report identifying individual users and their role (role = Staff or Faculty).
- 3. **TARGET Faculty Teaching International Courses:** Write an e-mail to all professors teaching courses with an international focus and ask them to print and distribute the poster to the students in their classes. (To create a sample letter, see APPENDIX B: E-MAIL ANNOUNCEMENTS TO STUDENTS and also in the same appendix, the sub-section *Reminder Letter to School Managers*).

APPENDIX A: SAMPLE POSTER

This is a sample poster that your school can modify for your event. It can be attached to the mass e-mail that is sent to students and it can be printed and posted on bulletin boards.


[Download the MS Word version of this poster.](#)

This International Week
event sponsored by:



SAUDER
School of Business
UNIVERSITY OF BRITISH COLUMBIA

**Are you considering
GOING ABROAD
to study, volunteer, work or travel?**



Attend a SEMINAR with
Jean-Marc Hachey
Author and Online Publisher
The BIG Guide to Living and Working Overseas


**Tuesday
March
16**
5:00 PM to 7:00 PM
Henry Angus Building,
Jim Pattison Leadership Centre

SEMINAR
My Global Career Skills

PART ONE (1-hour): WEBINAR
Exploring The BIG Guide Online by
Jean-Marc Hachey. Learn about the
international career strategies and
tools found in *The BIG Guide Online*.
Bring your PC to this session and
explore this top-rated resource while
listening to the author on a big screen

PART TWO (1-hour): WORKSHOP
My International Experience by UBC
career advisors. Team exercises
designed around *The BIG Guide
Online* quizzes and measuring your
level of international experience.

**FREE 12-month
subscription to**



THE BIG GUIDE TO
**LIVING AND
WORKING
OVERSEAS
ONLINE**

UBC students can register for a free
12-month subscription (\$24.95 value)
to *The BIG Guide Online*
ONLY during *International Week*
(offer ends March 19, 2010)

Visit www.workingoverseas.com/ubc
and create an account
with your @interchange.ubc.ca email address.

This offer EXPIRES March 19, 2010

APPENDIX B: E-MAIL ANNOUNCEMENTS TO STUDENTS

E-mail to Students (long version)

SUBJECT: Are you considering GOING ABROAD?

Are you considering GOING ABROAD to study, volunteer, work or travel?

The *Sauder School of Business* is happy to offer two related services to help students build their global career skills in conjunction with *International Week* (March 15-19, 2010).

1. **FREE 12-month subscription** to *The BIG Guide to Living and Working Overseas ONLINE*
2. **SEMINAR: My Global Career Skills** with Jean-Marc Hachey, publisher of *The BIG Guide Online* Tuesday March 16, 5-7 pm, in the Jim Pattison Leadership Centre (HA 492)

1) FREE 12-MONTH SUBSCRIPTION TO

The BIG Guide to Living and Working Overseas ONLINE

UBC students can register for a free 12-month subscription (\$24.95 value) to *The BIG Guide Online* during *International Week*. Visit www.workingoverseas.com/ubc and create an account with your @ubc.ca email address (required). *The BIG Guide Online* is written by Jean-Marc Hachey, North America's leading expert on helping students and young professionals build global career skills. REGISTER NOW!

This offer EXPIRES March 19, 2010

2) SEMINAR *My Global Career Skills* (highly recommended)

TUESDAY, MARCH 16, 5-7 pm, *Henry Angus Building, Jim Pattison Leadership Centre, (HA 492)*

PLEASE RSVP to ambassador2@sauder.ubc.ca

- PART ONE (one hour): **WEBINAR *Exploring The BIG Guide Online***
Presented by Jean-Marc Hachey, author and online publisher of *The BIG Guide to Living and Working Overseas ONLINE*. Learn about international career strategies and tools found in *The BIG Guide Online*. Session includes a 15-minute Q&A. This webinar and online subscription are designed to help students build their global career skills throughout their time in school so that they can graduate with a high International IQ. [Bring your laptop to this session](#) and explore this top-rated resource while listening to the webinar projected on a big screen.
- PART TWO: (one hour): **WORKSHOP *My International Experience***
This workshop is animated by UBC advisors from the *Business Career Centre*. [Bring your laptop to this session](#) so that you can complete the *BIG Guide Online* quizzes, measuring your level of international experience. Participate in group exercises with others with similar levels of international experience.

CONTACT NAME: John Smith, Career Advisor, *Sauder School of Business*, j.smith@ubc.ca

E-mail to Students (very short version, essential data only)

SUBJECT: REMINDER: Are you considering GOING ABROAD?

The *Sauder School of Business* is offering two related services in conjunction with *International Week* (March 15-19, 2010).

1) FREE 12-MONTH SUBSCRIPTION TO

The BIG Guide to Living and Working Overseas ONLINE: Register for a free 12-month subscription (\$24.95 value) to *The BIG Guide Online*. Visit www.workingoverseas.com/ubc and create an account with your @interchange.ubc.ca email address (required). REGISTER NOW!

This offer EXPIRES March 19, 2010

2) SEMINAR: *My Global Career Skills* (highly recommended)

Tuesday March 16, 5-7 pm, *Henry Angus Building, Jim Pattison Leadership Centre, (HA 492)*

PLEASE RSVP TO ambassador2@sauder.ubc.ca

BRING YOUR LAPTOP TO THIS EVENT

- PART ONE: **WEBINAR *Exploring The BIG Guide Online***: Presented by Jean-Marc Hachey, author and online publisher of *The BIG Guide to Living and Working Overseas*; learn about this resource and global career strategies (one hour)
- PART TWO: **WORKSHOP *My International Experience***: Facilitated by UBC career office and designed around *The BIG Guide Online* quizzes, measuring your level of international experience. (one hour)

CONTACT NAME: John Smith, Career Advisor, *Sauder School of Business*, j.smith@ubc.ca

Reminder Letter to School Managers

SUBJECT: Free access to *The BIG Guide ONLINE* for all UBC students and staff

Dear UBC Faculty and Staff

You may already be aware that the *Sauder School of Business* purchased a three-week window allowing all UBC students and staff to access a free 12-month subscription to *The BIG Guide to Living and Working Overseas ONLINE* during *International Week* (\$24.95 value per person).

This is a reminder that there are **only one week remaining** for UBC students and staff to sign up for this free offer, which **expires Friday March 19, 2010**. To register, go to www.workingoverseas.com/register. The offer is open to all UBC staff and students who have an @ubc.ca or @sauders.ubc.ca e-mail address. **I encourage all student advisors (career, study abroad and international student advisors) to take advantage of this offer.** Over 200 UBC students (95% are business students) have already registered for *The BIG Guide Online* to help them build their global career skills while still in school.

Please contact me (John Smith, International Student Coordinator, Sauder School) if you have any questions or feedback about this project. (Note that I have included an e-mail announcement after my signature block below, should you wish to send a mass e-mail to your students and staff.) John or I will be sending a final tally of UBC's total subscriptions later next week.

Best regards,

John

(see below for an announcement about this service that you can send to your colleagues and students)

APPENDIX C: WORKSHOP HANDOUTS: 24 Ways to Help You Go International

Distribute this *Quick Guide: 24 Ways To Help You Go International* to students during the seminar. It corresponds with the questions in the online quizzes and forms the basis of the workshop exercise (Part Two of the seminar). The workshop facilitators should familiarize themselves with this document before the session in preparation for facilitating the completion of the online quizzes and group discussion.

[Download this pdf file.](#)

THE BIG GUIDE TO LIVING AND WORKING OVERSEAS
QUICK GUIDE

24 WAYS TO HELP YOU GO INTERNATIONAL

While on Campus, While Studying Abroad, & Abroad Outside of College

GAIN INTERNATIONAL EXPERIENCE ON CAMPUS

- 1 Acquire a Passport
- 2 Read international news
- 3 Enroll in internationally oriented courses
- 4 Befriend foreign students
- 5 Join international clubs
- 6 Network with international experts
- 7 Join multi-ethnic student work teams
- 8 Participate in international conferences or events

As a college student you can take control of your life and work towards building an exciting international career in the field of your choice. Imagine working for UNESCO in Paris, on an AIDS project in Togo, as a foreign trade intern at an embassy in Madrid, or being a student in Copenhagen. Whether you spend a lifetime working and living overseas or you go abroad just once, you should actively consider taking the plunge. There are thousands of opportunities available and you can get started on an international career by building relevant experience now, while you're still at school. Why should you? Because going international is just plain life-changing! Read on and consider the tips presented below.

RIDE THE WAVE OF THE NEW GLOBAL ECONOMY
In the new global economy, millions of cross-border relationships are being built in all sectors of the economy. A new workforce is emerging to manage these relationships and its members have a new currency—a clearly definable set of “international work skills.” Are you preparing yourself for this new global reality?
If you want to participate in the global economy, you need to build cross-cultural experience now, while you’re at college. Most international employers start their careers in the same place: they study abroad, learn a foreign language, travel extensively, intern abroad, and take international courses. The lesson here is that you need to gain exposure to other cultures. That’s how you can become proficient in dealing with people who have different perspectives from you.
Here are 24 ways to gain international experience and start building your international personality while still in school:

GAIN INTERNATIONAL EXPERIENCE ON CAMPUS

1. **Acquire a Passport:** It can take many weeks to process a passport application, and unless you already have one, you can’t go abroad on short notice. So get one now, even if you are unsure about future travel.
2. **Read international news:** You need to have an international understanding of the social, political, and economic aspects that affect the world. Read international magazines and learn to locate the 193 countries in the world. Editor’s advice: read *The Economist* every week.
3. **Enroll in internationally oriented courses:** Take a course with an international focus in your field or in a completely separate field. Having three or four internationally focused courses looks great on a resume.
4. **Befriend foreign students:** Have coffee with them regularly and you will learn much about their cultural habits. Practice your foreign language skills. Join in with foreign students at social events as your relationships with them progress. Invite them to visit your family, and try to visit them in their home country (perhaps on Christmas break). Join your school’s

GO ABROAD WHILE STUDYING AT COLLEGE

- 9 Short-term study abroad
- 10 Study a semester or more abroad
- 11 International scholarships for study or research
- 12 Plan for a Master’s degree
- 13 Career experience abroad while studying abroad
- 14 Make friends with local people
- 15 Extend your stay after studying abroad
- 16 Participate in cross-cultural orientation programs

international students’ buddy program. You may be surprised when you find yourself learning about your own culture, too!

5. **Join international clubs:** There are many student groups on campus (e.g., a specific international focus). Take on positions of leadership and try to gain experience managing programs in an international setting. Gain awareness about international organizations and how they work.
6. **Network with international experts:** Find internationally-focused people who can open doors for you. Associate yourself with professors doing international research. Write inquisitively to international experts who have impressed you. Plan to write essays that allow you to engage in conversations with NGO managers or civil servants at the state/provincial and federal levels in your field. Call up a long-lost cousin who is abroad, and get yourself invited to stay with him/her for a semester abroad.
7. **Join multi-ethnic student work teams:** Seek out international students on your campus to complete class projects or organize events. This is a valuable and easy way to show employers that you have been successful in a cross-cultural work environment. Ramp up the value of this experience by getting permission from your professors to put together a class project with students located abroad. By using internet technology to organize such a group, you can legitimately write on your resume that you managed an international research project and team.
8. **Participate in international conferences or events:** Attend or volunteer as an organizer for any type of international conference being held on your campus (or abroad). Search the web for opportunities with international conferences relating to your field of interest in your city or region, as well as internationally targeted professional organizations, business groups, or academics. What’s important is that you interact with international participants and acquire international skills.

GAIN INTERNATIONAL EXPERIENCE OUTSIDE THE COLLEGE ENVIRONMENT

- 17 Gap period to go international
- 18 Volunteer abroad
- 19 Intern abroad
- 20 Teach English abroad
- 21 Learn a language abroad
- 22 Travel abroad for 3 or more months
- 23 Gain professional experience while abroad
- 24 Network with people who work and live internationally

GO ABROAD WHILE STUDYING AT COLLEGE

9. **Short-term study abroad:** If you are hesitating about forging ahead on your own to go abroad, join a group for a two- to six-week study abroad experience. A guided group tour is a great starting point, especially in your first and second years at college. But this experience may not be enough to have lasting impact, so head on.
10. **Study a semester or more abroad:** One or more semesters abroad will ensure that you will reap long-term benefits of a “total immersion” cross-cultural experience. You will also gain international credentials that can be carried forward into a future career. To make this first step easier, pair up with a school-mate and go abroad together. A good time to go could be between your third and fifth semesters in a eight-semester (four-year) program.
11. **International scholarships for study or research:** There are more of these available than you might first expect. Begin your research twelve to fifteen months before enrollment. Ask for help from your professors.
12. **Plan for a Master’s degree in a globalized world:** especially when working in an internationally-oriented position, a Master’s (MA, MEd, MPA, etc.) is becoming the new minimum requirement. It may not yet be essential for engineering or computer science graduates, but it is critical for social science or business graduates. Generally, it is best to take a year off between undergraduate and graduate studies to gain broader life experience. While studying at the Master’s level, extend the time of study by six or more months to include a stint abroad to do research or more study. Consider taking an MA or at least a few MA courses in another country. The current world-wide trend in non-English speaking countries is to offer Master’s level courses entirely in English, and often at very reasonable costs. Even if your MA degree remains incomplete, you still derive enhanced career benefits by studying at the Master’s level while abroad.
13. **Career experience while studying abroad:** You can double the value of your time abroad by orchestrating a professional experience while studying. Organize a “welcome” event for other international students, join a student club and take on a leadership role, organize a student team to meet with local experts in your area of interest, organize a site visit. Employers want to see that you successfully fulfilled something while abroad in a culture other than your own.
14. **Make friends with local people:** While abroad, don’t get caught in the expatriate ghetto or hang out only with fellow nationals. Make every effort possible to make local friends, improve your language skills by talking to them, cook meals with them, get invited into their homes, meet their families, tussle with them on weekends. The act of crossing cultures by making local friends is essential for building great career skills.
15. **Extend your stay after studying abroad:** There is no easier time to gain international experience than when you are abroad. A four-week extension after a study abroad experience is enough to double the value of your time abroad. Extend your stay to travel, learn a language, volunteer, take alternative courses, intern, or work.
16. **Participate in cross-cultural orientation programs:** Now that you have experienced culture shock and re-entry shock, you can solidify your international skills by helping your school organize and deliver orientation programs for students going and returning from next year’s study abroad program. With a little work, you can easily develop the skills that will allow you to expertly communicate the cross-cultural experience.

GAIN INTERNATIONAL EXPERIENCE OUTSIDE THE COLLEGE ENVIRONMENT

17. **Gap period to go international:** Don’t hesitate to take one year off while completing a four-year university program, or just after graduating. If financing your trip is an issue, work for six months, saving vigorously, and then travel for six months. Extend the value of your money by combining traveling or language learning after a semester studying abroad for example.
18. **Volunteer abroad:** Join a short-term volunteer abroad program. There are thousands of programs, each providing opportunities to travel and learn. Many programs also offer great options for building leadership skills. All of these experiences are valuable.
19. **Intern abroad:** This is a must-do strategy for seniors and recent graduates. Don’t miss out on the many international internship opportunities sponsored by private businesses, international organizations, foundations, volunteer agencies, and governments. And don’t discount the often successful strategy of finding your own self-guided international internship by contacting employers directly or by linking up with friends, acquaintances or relatives living abroad. Extend your stay abroad by organizing a junior consulting position or second internship. Do this by selling your knowledge of the local environment to international employers and consultants.
20. **Teach English abroad:** Use this experience as a stepping stone to other international jobs. There are tens of thousands of “high” Americans leading English abroad. With over one billion people wanting to learn English, you can easily go abroad to teach English in the country of your choice, and work your way into your field of expertise while you’re at it. For example, if you are a business student, upgrade your teaching job and teach business English. In the same way, you can meet business people who can employ you. Many young professionals do the same, teaching science English, music English, and technical English to name just a few possibilities. After teaching English for four months it is also possible to upgrade your position and become an English editor, reporter, tour guide, or cross-cultural business consultant. NOTE: If your native language is not English, but another non-English speaking language (e.g. Spanish, Mandarin, etc.), follow the above approach to teach while you are studying abroad.
21. **Learn a language abroad:** Full immersion in another culture is easily the most productive way to learn another language. For less than it costs to be around on your couch for four months (probably around \$4,000), you could move to the wonderful city of Antigua in Guatemala, live with a local family, and have a full-time one-on-one language instructor to teach you Spanish. And go! In four months your life will have changed forever: you will have become fully functional in Spanish. For a little more you can learn French in Quebec City, or, for even less, learn French in Cameroon.
22. **Travel abroad for 3 or more months:** Don’t underestimate the value of backpacking for three to six months in regions of the world that will provide you with a cross-cultural learning experience (i.e. avoid English-speaking countries). While traveling the world, including working holiday travel and interacting closely with people from other cultures, you will learn the international skills you need, and capture the interest of future international employers.
23. **Gain professional experience while abroad:** Make a point of visiting organizations related to your field. Examples: an environmental business student could offer to translate a trail guide for an eco-tourism business in English; a business graduate (or anyone with basic computer skills) can easily set up Quicken Accounting software for a non-governmental organization; an engineer can visit a mining site, and almost anyone can offer to teach Word or Excel to a third world NGO.
24. **Network with people who live and work internationally:** Looking for future international work is a lot easier when you already know people who are living and working abroad and can envision their lifestyle. Prior to your departure abroad for travel or study, research (via the expatriate clubs on the internet or personal acquaintances) the names of people who are already living in your host country. This list may include diplomats, NGO staff in international business people. Visit their offices; take tours of their facilities or programs; meet with them at their social clubs, etc.

THE ESSENTIALS
Experience has shown that those who are successful at finding international work have all done something a little extraordinary to land their first job. They have gone out on a limb, acted boldly (but politely), been entrepreneurial, sacrificed certainty and taken risks to gain experience and land that first job. You can prove that you have what it takes simply by being outgoing and, ultimately, having fun while abroad. You may find many excuses for not going abroad, but, in the final analysis, there are many more reasons to do so than there are to sit around at home doing the same old thing you’re used to doing. Get out there and enjoy the world.

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www.WorkingOverseas.com

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APPENDIX D: WORKSHOP QUIZ *My International Experience*

In Part Two of the *My Global Career Skills* seminar, you ask students to complete *The BIG Guide Online* quizzes under the heading *My International Experience*. There are three quizzes for students to complete to measure their level of international experience: (A) on campus, (B) abroad while going to college, (C) and outside the campus environment. The exercise takes 10-15 minutes (there are 24 multiple choice questions).

Give the students the following instructions:

- Once you have logged into *The BIG Guide Online*, go to *My Guide / My Inventory of International Skills / My International Experience* (see the right hand column in the screen shot below)
- Complete the three quizzes (see A, B, and C in left hand column).
- Once you have completed all three quizzes, you can check the *My Scorecard* feature to access your results. What is your rating: Novice, Bronze, Silver or Gold? (See *My Scorecard* in the left hand column.)

To view this slide, [download the PowerPoint slide show for the WORKSHOP QUIZ *My International Experience*](#).

The screenshot shows the user interface of 'The BIG Guide to Living and Working Overseas'. At the top, it says 'Welcome: Guest Manager' and lists navigation options like 'Volunteer & Intern Listings', 'Job Boards', 'Country Guides', 'Quick Guides', and 'My Learning Path'. The main navigation bar includes 'My Guide', 'The BIG Guide', 'Search', 'Tools', 'Help', 'About Us', and 'Logout'. The 'My Guide' section is highlighted with a red circle and an arrow. The main content area is titled 'My International Experience' and describes a quiz designed to measure international preparedness. It lists three sections: SECTION A (International Experience on Campus), SECTION B (Going Abroad While Studying at College), and SECTION C (International Experience Outside of College). A 'My Scorecard' link is highlighted with a red circle and an arrow. The right sidebar, 'MY INVENTORY OF INTERNATIONAL SKILLS', lists various skill categories, with 'A: International Experience on Campus (12)', 'B: Going Abroad While Studying at College (12)', 'C: International Experience Outside of College (12)', and 'My Scorecard' highlighted with red arrows.

APPENDIX E: WORKSHOP QUIZ: *My Scorecard*

My Scorecard (in *The BIG Guide Online*): This online tool shows the results of each student's multiple choice quizzes. Students will rate themselves with a score of Novice, Bronze, Silver or Gold.

Once this exercise is completed, the workshop facilitator will break up the group into pairs (i.e. turn to the person on your right).

To view this slide, [download the PowerPoint slide show for the WORKSHOP QUIZ *My International Experience*](#).

The screenshot shows the 'My Scorecard' page. The header includes 'THE BIG GUIDE TO LIVING AND WORKING OVERSEAS' and 'Welcome: Guest Visitor'. The main content area has a navigation menu and a sidebar. The main content area contains the following text:

My Scorecard

My Scorecard allows you to see quickly and concisely how many questions you have answered and what your overall score is. Use this as a fast reference to keep track of your progress. A quiz is incomplete if less than 10 answers are submitted and no score will be provided. The My International Experience Quiz has 12 questions in each of the 3 sections (36 in total). Each of these sections has 4 self-identified activity questions, which allow you to define and score your own personal experiences. The score is based only on the answers with the 10 highest scores.

name	score	rating	last update
My International Experience			
A: International Experience On Campus	82%	Silver (10/12)	2010-03-04
B: Going Abroad While Studying at College	65%	Bronze (10/12)	2009-08-11
C: International Experience Outside of College	48%	Novice (10/12)	2009-07-16
Grand Total	65%	Bronze	2010-03-04

The table is annotated with a red arrow pointing to the 'last update' column and a black circle around the first row of data.

APPENDIX F: WORKSHOP: Opening Slide for Paired Discussion: *What Two Strategies?*

To view this slide, [download the PowerPoint slide show for the WORKSHOP QUIZ *My International Experience*](#).

WORKSHOP: *My International Experience*

Paired Discussion Questions

- What two strategies could you undertake to gain international experience (build your global career skills) during the next six months?
- One of your two strategies must be about how to gain international experience on campus.
- Duration: five minutes

APPENDIX F: WORKSHOP: Closing Slide AFTER Paired Discussion

To view this slide, [download the PowerPoint slide show for the WORKSHOP QUIZ *My International Experience*](#).

How To Acquire International Experience

At Home While Studying At University

- Study something international
- Join multiethnic student work teams
- Target foreign students
- Join international clubs
- Network internationally
- Develop your international IQ

Going Abroad While Studying At University

- Study at least one semester abroad
- Apply for international scholarships
- Take a gap year off to travel abroad
- Join short term volunteer program
- Attend international conferences
- Network while overseas

Gain Professional Experience After Graduation

- Teach English overseas
- Intern abroad
- Extend your stay abroad with junior consulting work
- Learn another language
- Backpack for six months
- Professional experience while traveling






APPENDIX G: WORKSHOP HANDOUT: International Services at Your School

The workshop facilitator closes the workshop by outlining the services available at your school to help students build their global career skills.

Below is a sample handout that your school can modify for your event. It can also be attached to a mass e-mail being sent to students, and it can be printed and posted on bulletin boards.

[Download the MS Word version of this handout](#) and customize as needed.

<p>This handout by:</p>  <p>CONTACTS at UBC</p> <p>Business Career Centre</p> <ul style="list-style-type: none"> Exchange Programs Coordinator: Ann Gilray, ann.gilray@sauder.ubc.ca (604) 822-0655 International Student Coordinator: Jamie Tooze, jamei.tooze@sauder.ubc.ca 604-822-3937 <p>Career Services (main campus)</p> <ul style="list-style-type: none"> Name, phone, e-mail Name, phone, e-mail <p>Student Mobility Programs</p> <ul style="list-style-type: none"> Name, phone, e-mail Name, phone, e-mail <p>Go Global: International Learning Programs</p> <ul style="list-style-type: none"> Name, phone, e-mail Name, phone, e-mail 	<p style="text-align: center;">Are you considering GOING ABROAD to study, volunteer, work or travel?</p> <p style="text-align: center;">UBC helps you build your Global Career Skills</p> <p>Career Service</p> <ul style="list-style-type: none"> Workshops about Going Abroad Resume writing Career counselling <p>Study Abroad and Scholarships</p> <ul style="list-style-type: none"> Program name Program name <p>Workshops Related to Going Abroad</p> <ul style="list-style-type: none"> Volunteer & Intern Abroad Work Abroad Pre-departure and re-entry orientations Travel Services Insurance and safety abroad <p>International Events</p> <ul style="list-style-type: none"> <i>International Education Week</i>, held every November and organized by ... Get involved. <i>International Week</i>, held each year in March by ... Get involved. <p>International Student Services</p> <ul style="list-style-type: none"> Program name Program name Program name <p>International Programs and International Courses</p> <ul style="list-style-type: none"> Check the UBC web site for information on these programs and course, Program or course name Program or course name Contact your academic advisor for more details <p>International Clubs on Campus</p> <ul style="list-style-type: none"> Club name Club name Start your own international club: see <i>The BIG Guide Online</i>, Chapter 9, <i>International Associations With Clubs On Campus</i>. 	<p>(page two continued)</p> <hr/> <p style="text-align: center;">What you need to know about your Global Career Skills</p> <div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p>Message from Jean-Marc Hachey, author and online publisher of <i>The BIG Guide to Living and Working Overseas ONLINE</i>.</p> <p>WHY YOU NEED INTERNATIONAL SKILLS</p> <ul style="list-style-type: none"> Students with international skills have better job prospects when they graduate. The rise of internet technologies is driving a new global economy. Every size of business is being transformed – from large international corporations to small local firms in your hometown. Employers of all sizes are purchasing goods and services from around the world, and they are asking employees to work online with people located in other countries. Whether you work abroad or at home, you will need international skills to succeed. Start early! Better yet – start now! Going international is fun and exciting. Explore the world! Make new friends! Gain skills that last a lifetime! </div> </div> <p>ADVICE ABOUT GOING INTERNATIONAL</p> <ul style="list-style-type: none"> International skills are acquired step by step, starting in the first years of university. International skills are unique and the earlier you begin to build them, the better. You need to gain international experience over time to truly develop them. But, keep two points in mind: firstly, you can gain international experience before you even travel abroad, and secondly, that there's no limit to the possibilities once you have it. People who succeed abroad like change and are naturally curious. When you travel abroad, everything is different: the food, the weather, the way you greet friends and what you have for breakfast. If you are curious, you will be driven to explore the world – discovering new cities, new cultures, and, best of all, new ideas. Do you like change? Are you curious? If yes, start planning to go abroad. You won't regret it. People who are "international" are different from people who have not travelled: When you travel abroad for four or more months, and when you hang out with people from different cultures, you will learn new ways of seeing, thinking and living. With a growing international perspective, you will learn to have an open mind about new ideas and the people you meet. International friendships are different: Recognize that when you make international friends, they will be different from your friends back home. Accept minor differences and a whole new world will open up to you. Get involved, take small risks, and move forward: It takes a certain amount of courage to go abroad. It may seem difficult to take that first plane ride to a new and distant country, leaving friends and family behind. But with a little courage, the world will open up for you and the benefits of international experience will last a lifetime. Good luck, and best wishes with building your all-important international skills! <div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p>MAKE USE OF YOUR FREE 12-MONTH SUBSCRIPTION to <i>The BIG Guide Online</i>. The website is designed for multiple visits with each user having an individual user account allowing you to customize the site with yellow highlighting, bookmarks, personal notes plus more. Visit the site regularly to research, plan and learn about how to build your global career skills. Visit www.workingoverseas.com/ubc to register or sign in. NOTE: Free registrations for <i>The BIG Guide Online</i> ONLY available during <i>International Week</i> (offer ends March 19, 2010).</p> </div> </div>
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APPENDIX H: SEMINAR EVALUATION FORM

[Download the MS Word version of this handout](#) and customize as needed.

EVALUATION FORM SEMINAR: *My Global Career Skills*



12-MONTH FREE SUBSCRIPTION to *The BIG Guide to Living and Working Overseas ONLINE*

Do you expect that *The BIG Guide Online* will be useful to you?

Should the school continue to offer this service in the future?

WEBINAR: Exploring The BIG Guide Online

by Jean-Marc Hachey, author The BIG Guide to Living and Working Overseas

Did you obtain information that you can use? If so, what topics?

Would you like to suggest changes or additions to the webinar?

Would you recommend that this webinar be delivered again in the future?

WORKSHOP: My International Experience

by facilitators at our school

Did you obtain information that you can use? If so, what topics?

Would you like to suggest changes or additions to the seminar?

Would you recommend that this workshop be delivered again in the future?

APPENDIX I: WORKSHOP ALTERNATIVES: (1) *My International Jobs and Internships*

We propose two alternatives below for variants on the workshop content.

ALTERNATIVE (1): My International Internship and Job Search:

The focus of the workshop can be changed from the theme *My International Experience* to *My International Internship and Job Search*, if there is significant interest. This workshop would be geared to more advanced students, who have some previous international experience (i.e. they have already studied, volunteered or traveled abroad for a semester or more).

Participants still complete the three *My International Experience* quizzes (15 minutes), but, in addition, they would complete the quiz entitled *Knowledge About the International Aspects of My Area of Professional Interest*. This quiz would then form the basis of the pair and group discussions as listed below.

To view this slide, [download the PowerPoint slide show for the WORKSHOP QUIZ Alternatives](#).

WORKSHOP:

“My International Jobs & Internships”

QUIZ A:
Knowledge About the International Aspects of My Area of Professional Interest

THE BIG GUIDE TO LIVING AND WORKING OVERSEAS

Welcome: Guest Account
Volunteer & Intern Listings
Job Boards
Country Guides
Quick Guides
My Learning Path

Your 12-month subscription courtesy of UBC: Sauder School of Business in conjunction with International Week, March 15-19, 2010.

SAUDER
School of Business
www.sauder.ubc.ca

My Guide The BIG Guide Search Tools Help About Us Logout

Home > My Guide > B: Knowledge About the International Aspects of My Area of Professional Interest

B: Knowledge About the International Aspects of My Area of Professional Interest

[ID:2344]

- International courses on my area of professional interest
- Research international aspects of my area of professional interest
- Research internationally focused organizations
- Research volunteer, intern or work positions
- Network with internationally experienced individuals
- Research hierarchy of organizations working internationally
- Knowledge of the cross-cultural workplace
- Self assessment of my international skills related to my education
- Establish a targeted job search for international work
- Launch a targeted job search for international work in my area of professional interest

LEGEND: Answer Now, Novice, Bronze, Silver, Gold.

MY INVENTORY OF INTERNATIONAL SKILLS

- Introduction
- My International Personality
- My International Experience
- My International IQ
- A: Political, Economic and Geographic Knowledge
 - A-1: The Americas (10)
 - A-2: Western Europe (10)
 - A-3: Eastern Europe and Central Asia (10)
 - A-4: Middle East (10)
 - A-5: Africa (10)
 - A-6: Asia and Pacific (10)
 - Bonus Scorecard
- B: Knowledge About the International Aspects of My Area of Professional Interest (10)
- C: Cross-Cultural Knowledge and Skills (10)
- D: Personal Coping and Adapting Skills (15)
- My Scorecard

QUESTIONS for WORKSHOP: *My International Internship and Job Search*

NOTE: The facilitator may choose to group students by their area of interest, for instance:

- International courses on my area of professional interest
- Research international aspects of my area of professional interest
- Research internationally-focused organizations
- Research volunteer, intern or work positions
- Network with internationally experienced individuals
- Research hierarchy of organizations working internationally
- Knowledge of the cross-cultural workplace
- Self-assessment of my international skills related to my education
- Establish a targeted job search for international work
- Launch a targeted job search for international work in my area of professional interest

To view this slide, [download the PowerPoint slide show for the WORKSHOP QUIZ Alternatives.](#)

WORKSHOP: Knowledge About the International Aspects of My Area of Professional Interest

Paired OR Group Discussion Topics

- International courses on my area of professional interest
 - Research international aspects of my area of professional interest
 - Research internationally focused organizations
 - Research volunteer, intern or work positions
 - Network with internationally experienced individuals
 - Research hierarchy of organizations working internationally
 - Knowledge of the cross-cultural workplace
 - Self assessment of my international skills related to my education
 - Establish a targeted job search for international work
 - Launch a targeted job search for international work in my area of professional interest
-
- Duration: 5-10 minutes for each question chosen

APPENDIX I: WORKSHOP ALTERNATIVES: (2) *My International IQ*

The focus of the workshop can be modified and a series of workshops can be run concurrently, with a broader emphasis on *My International IQ*. Three of the four International IQ quizzes would provide the basis for three one-hour workshops using the same standard workshop outline.

(B) QUESTIONS for WORKSHOP: *My International Internship and Job Search*

(See ABOVE in this appendix, Alternative 1)

(A) QUESTIONS for WORKSHOP: *Cross-Cultural Knowledge and Skills*

(See BELOW in this appendix, Alternative 2)

(C) QUESTIONS for WORKSHOP: *Personal Coping and Adapting Skills*

(See BELOW in this appendix, Alternative 3)

To view this slide, [download the PowerPoint slide show for the WORKSHOP QUIZ Alternatives.](#)

WORKSHOP: “My International IQ”

- (B) *Knowledge About the International Aspects of My Area of Professional Interest*
- (C) *Cross-Cultural Knowledge and Skills*
- (D) *Personal Coping and Adapting Skills*

The screenshot shows a website interface for 'The Big Guide to Living and Working Overseas'. The main content area is titled 'My International IQ' and describes the quiz. It is divided into four sections: A (Political, Economic and Geographic Knowledge), B (Knowledge About the International Aspects of Your Area of Professional Interest), C (Cross-Cultural Knowledge and Skills), and D (Personal Coping and Adapting Skills). The quiz is estimated to take less than 15 minutes. A sidebar on the right lists 'MY INVENTORY OF INTERNATIONAL SKILLS' with sub-items: Introduction, My International Personality, My International Experience, My International IQ, A (Political, Economic and Geographic Knowledge), A-1: The Americas (10), A-2: Western Europe (10), A-3: Eastern Europe and Central Asia (10), A-4: Middle East (10), A-5: Africa (10), A-6: Asia and Pacific (10), Bonus Scorecard, B: Knowledge About the International Aspects of My Area of Professional Interest (10), C: Cross-Cultural Knowledge and Skills (10), D: Personal Coping and Adapting Skills (15), and My Scorecard. Red arrows point from the quiz description to the corresponding items in the inventory list.

QUESTIONS for WORKSHOP: *Cross-Cultural Knowledge and Skills*


- **Cross-cultural friendship:** diverse relationships
- **Cross-cultural living:** sharing living space
- **Cross-cultural living:** traditional meals
- **Cross-cultural knowledge:** cultural understanding
- **Cross-cultural living:** cultural immersion
- **Cross-cultural living:** independent travel
- **Cross-cultural knowledge:** cultural understanding
- **Cross-cultural communication:** languages
- **Cross-cultural work:** organizational culture
- **Cross-cultural work:** professionally describing cultures

WORKSHOP: *Cross-Cultural Knowledge and Skills (10)*

Paired/Group Discussion Topics

1. **Cross-cultural friendship:** diverse relationships
2. **Cross-cultural living:** sharing living space
3. **Cross-cultural living:** traditional meals
4. **Cross-cultural knowledge:** cultural understanding
5. **Cross-cultural living:** cultural immersion
6. **Cross-cultural living:** independent travel
7. **Cross-cultural knowledge:** cultural understanding
8. **Cross-cultural communication:** languages
9. **Cross-cultural work:** organizational culture
10. **Cross-cultural work:** professionally describing cultures

• Duration: 5-10 minutes for each question chosen



QUESTIONS for WORKSHOP: *Personal Coping and Adapting Skills*


- Cross-cultural skills: **desiring challenges**
- Cross-cultural skills: **enjoying change**
- Cross-cultural skills: **open mind**
- Cross-cultural skills: **street smarts**
- Cross-cultural skills: **understanding culture shock**
- Cross-cultural skills: **flexibility**
- Cross-cultural skills: **receptivity**
- Cross-cultural skills: **sense of humour, enjoying change**
- Cross-cultural skills: **sense of adventure, ability to deal with stress**
- Cross-cultural skills: **patience**
- Cross-cultural skills: **curiosity**
- Cross-cultural skills: **self-knowledge, sense of humour**
- Cross-cultural skills: **open mind, patience**
- Cross-cultural skills: **emotional stability**
- Cross-cultural skills: **flexibility**

WORKSHOP: *Cross-Cultural Knowledge and Skills (10)*

Paired/Group Discussion Topics

1. **Cross-cultural friendship:** diverse relationships
2. **Cross-cultural living:** sharing living space
3. **Cross-cultural living:** traditional meals
4. **Cross-cultural knowledge:** cultural understanding
5. **Cross-cultural living:** cultural immersion
6. **Cross-cultural living:** independent travel
7. **Cross-cultural knowledge:** cultural understanding
8. **Cross-cultural communication:** languages
9. **Cross-cultural work:** organizational culture
10. **Cross-cultural work:** professionally describing cultures

• Duration: 5-10 minutes for each question chosen



APPENDIX I: WORKSHOP ALTERNATIVES: (3) *My Political, Economic and Geographic Knowledge*

This workshop would be run differently, created around the questions and a team answer system that would need to be devised to suit your audience or venue. One possibility might be to run these questions as part of an interdepartmental quiz, putting one department against another. Answers to some questions are subjective and would need a judicator-team to assign scores.

To view this (and other) slides, [download the PowerPoint slide show for the WORKSHOP QUIZ Alternatives](#). Note that there is an individual slide for each question below.



WORKSHOP:
"My Political, Economic and Geographic Knowledge"

FOCUS: Political Knowledge: countries & capitals

QUESTION: *I can list five countries on the ... and their capitals.*

- Americas
- Western Europe
- Eastern Europe and Central Asia
- Middle East
- Africa
- Asia & Pacific

Workshop Questions

(Each question ends with the list of regions.)

FOCUS: Political Knowledge: countries

QUESTION: *I know how many countries are in*

The Americas
Western Europe
Eastern Europe and Central Asia
The Middle East
Africa
Asia & Pacific

FOCUS: Political Knowledge: countries & capitals

QUESTION: *I can list five countries in... and their capitals.*

FOCUS: Geography Knowledge: natural features

QUESTION: *I can describe key geographic traits of this region. For example, I can name the oceans and major bodies of water that are within this region or border on it, its mountain ranges, etc.*

FOCUS: Socio-Cultural Knowledge: religion

QUESTION: *I can name the major religious groups in... and the countries within which they are situated.*

FOCUS: Socio-Cultural Knowledge: language

QUESTION: *I can identify the major languages spoken in...*

FOCUS: Political Knowledge: leaders and governments

QUESTION: *I can name three important leaders in... and what types of government they lead.*

FOCUS: Economic Knowledge: country profiles

QUESTION: *I can list the top five economic countries in...*

FOCUS: Economic Knowledge: exports

QUESTION: *I can list the top five economic countries in...*

FOCUS: Political/Socio-Economic Knowledge: recent history

QUESTION: *I can list the major exports of...*

FOCUS: Political/Socio-Economic Knowledge: current events

QUESTION: *I can identify three major historical events that have occurred over the last ten years in...*

APPENDIX J: TECHNICAL SET-UP: *College Site Access to The BIG Guide Online*

Your school's *BIG Guide Online* account will be activated approximately two weeks prior to your seminar event and will remain live for an additional week (three weeks total). A registration page and a banner, which will include your school logo, will be set up upon activation of your account. We will coordinate with you on the wording of the three views listed below.

VIEW: Master Client List

Your school name will appear on our client registration list (see www.workingoverseas.com/register)

- E.g. University of British Columbia: Sauder School of Business (International Week, March 2010)

(Sample screen shot)

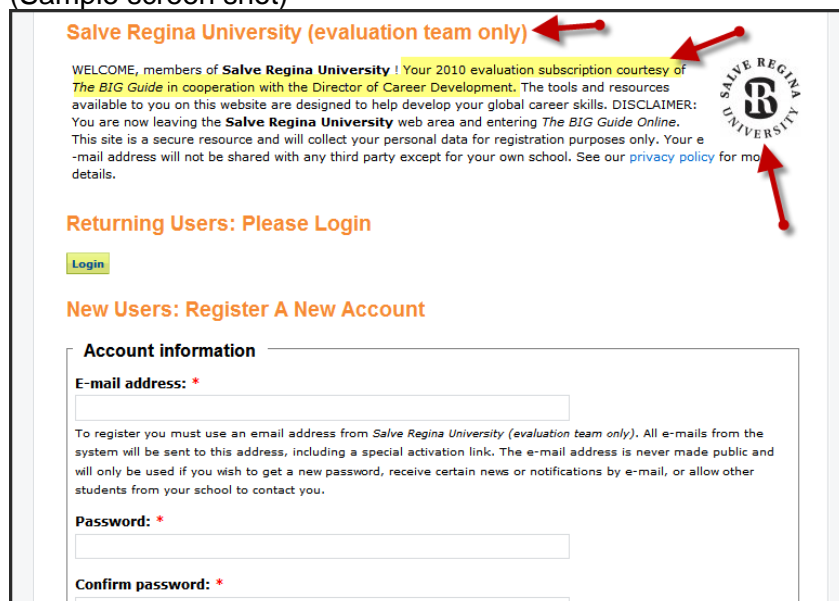


VIEW: Your School's Registration Page

Your school name will appear on the Registration Page.

- WELCOME, members of the *University of British Columbia*. Your 12-month subscription is courtesy of *Sauder School of Business* in conjunction with *International Week*, March 15-19, 2010 (offer EXPIRES March 19).

(Sample screen shot)



VIEW: Your School's Banner (must be logged in to view):

Your school's banner appears at the top of our Web pages:

- Your 12-month subscription courtesy of *UBC: Sauder School of Business* in conjunction with *International Week*, March 15-19, 2010.

(Sample screen shot)

The screenshot shows the website interface. At the top, there is a navigation bar with 'My Guide', 'The BIG Guide', 'Search', 'Tools', 'Help', 'About Us', and 'Logout'. Below this is a 'TABLE OF CONTENTS' on the left, listing parts from 'PART 1: YOUR INTERNATIONAL IQ' to 'PART 5: INTERNATIONAL CAREER DIRECTORIES'. The main content area is titled 'Introduction' and features a 'My Notes' section with a note starting 'It's Monday morning and you are at your desk...'. On the right, there is a 'CHAPTER AT A GLANCE' section for '01: THE EFFECTIVE OVERSEAS EMPLOYEE' with a list of topics and 'QUICK GUIDES'. A red arrow points to a banner at the top right of the page that reads: 'Your 2010 evaluation subscription courtesy of The BIG Guide in cooperation with the Director of Career Development.' The banner also includes the logo for 'SAUER SCHOOL OF BUSINESS' and 'UNIVERSITY OF BRITISH COLUMBIA'.

VIEW: Your School's Registration Page AFTER the Expiry Date

We will change the wording on the school registration page after the expiry date to indicate to students that registration has closed. Exact wording is: "**THIS OFFER EXPIRED (date)**"

(Sample screen shot)

The screenshot shows the registration page with a red arrow pointing to the updated banner text: 'University of British Columbia: Sauder School of Business (International Week, March 2010)'. Below the banner, the text reads: 'THIS OFFER EXPIRED March 19, 2010. WELCOME, UBC: Sauder School of Business! Your 12-month subscription courtesy of Sauder School of Business in conjunction with International Week, March 15-19, 2010. The tools and resources available to you on this website will help you develop global career skills.' A 'Disclaimer' section follows, stating that the user is leaving the UBC website and entering 'The BIG Guide Online'. Below this, there are sections for 'Returning Users: Please Login' with a 'Login' button, and 'New Users: Register A New Account' with an 'Account information' form. The form includes an 'E-mail address:' field with an asterisk. At the bottom, a note states: 'To register you must use an email address from University of British Columbia: Sauder School of Business (International Week, March 2010). All e-mails from the system will be sent to this address, including a special activation link. The email address is never made public and will only be used if you wish to get a new...' The Sauder School of Business logo is visible on the right side of the page.