WELCOME TO CAREER CONFERENCE

The multiverse. So many doors, so many options, so many possibilities. How do you know which door to go through? What if you don't like what's on the other side? What if you LOVE what's on the other side? What if you want to know what's through ALL of the doors?



Your FIMS degree sets you up with the skills and knowledge to take on a wide range of career opportunities. The FIMS Career Conference is here to help you take the next steps.

Our alumni have gone out and blazed trails, re-invented themselves, landed dream jobs, and become super heroes (well, maybe not that last one). You've got many universes to consider and your choices will open up different realities. Why not hear from some people who have already been there? The 7th annual FIMS Career Conference is set to introduce you to some FIMS alumni who have travelled this path, and they can't wait to share their experiences with you.

ABOUT THE FIMS CAREER CONFERENCE

Generously supported by the Undergraduate Student Fund (USF), this event is free of charge for Year 3 and 4 FIMS students. A committee of students, staff and alumni organized the conference.

MULTI-THANKS FOR THE MULTIVERSE

What makes this event magic is our alumni. We are so grateful to have alumni speakers and numerous special guests joining us for networking to share their experiences. #FIMSForever

FOR MORE INFORMATION ABOUT THE CONFERENCE, VISIT OUR WEBSITE.

A SPECIAL THANK YOU TO CRAIG INGRAM FOR THE "WHY PROFESSIONAL CONNECTIONS MATTER IN YOUR UNIVERSE" SESSION



Craig Ingram
Manager, Career Education
Western University

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SHARE YOUR FAVOURITE FIMS CAREER CONFERENCE MOMENTS WITH US!

Share a photo during the event and tag @westernufims for a chance to win a $25 e-giftcard!

INTO THE MULTI VERSE

2023 FIMS CAREER CONFERENCE



FIMS USF Undergraduate Student Fund

Western FIMS

MEET YOUR SPEAKERS

KEYNOTE: BRYAN GOLD



BA'14
Co-Founder & CEO
#paid

Bryan Gold is the Co-founder and CEO of #paid. #paid is a creator marketplace that connects vetted creators with the world's most recognizable brands, like Coca-Cola, Sephora, Samsung, and Disney. Together, creators and marketers collaborate and measure creator marketing campaigns in a centralized experience.

Bryan and his business partner were named to Forbes 30 Under 30 North America: Marketing and Advertising in 2021.

TAGS: Marketing, Advertising, Content Creation



Michael Gelfand
BA'00
Executive Producer
Maple Leaf Sports & Entertainment

TAGS: Content Strategy, Content Creation, Digital Channel Strategy, Brand Partnerships, Broadcast



Kianah Dames
BA'19
Talent Manager/Influencer Account Manager
Kensington Grey Agency Inc.

TAGS: Brand Partnerships, Campaign Strategy, Content Creation, Marketing, Public Relations, Advertising



Dimple Nakhwal
BA'21
Marketing and Tradeshow Associate,
Scintica

TAGS: Marketing, Content Creation, Campaign Strategy, Advertising, Digital Communications



Jeremy Goldstein
BA'13
Manager, Solutions Engineering
Slack

TAGS: Marketing, Technology and Innovation, Campaign Strategy, Campaign Strategy

BREAKOUT SPEAKERS



Dr. Jeffrey Preston
BA'06
Associate Professor, Disability Studies
King's University College

TAGS: Research, Policy, Government, Non-profit/Charity, Public Relations, Digital Communications, Advertising



Sarah Asselin
BA'20
Senior Community Coordinator
Digital Extremes

TAGS: Gaming, Digital Communications, Content Writing and Strategy, Content Creation, Marketing



Matthew Conacher
BA'19
Marketing Manager
L'Oréal

TAGS: Marketing, Digital Communication, Campaign Strategy, Content Creation



Lou Pushelberg
BA'13
Co-Founder
Circuit Stream

TAGS: Business Development, Technology and Innovation, Digital Communications, Digital Communications



Julian Uzielli
BA'13
Producer, Podcast Playlist
CBC/Radio-Canada

TAGS: Journalism, Audio Editing and Sound Design, Podcasting



Kara MacLean
BA'11
Senior Director - Global Publicity
organic.

TAGS: Public Relations, Communications, Campaign Strategy, Marketing, Journalism

SCHEDULE

2:00 - 2:30
Arrival and Registration

2:30 - 2:50
Welcome

3:00 - 3:30
Keynote: Bryan Gold

3:40 - 4:00
Breakout Session I

4:10 - 4:30
Breakout Session II

4:30 - 4:50
Snack Break

4:45 - 5:25
Why Professional Connections Matter In Your Universe Session

5:30 - 5:50
Breakout Session III

6:00 - 6:20
Breakout Session IV

6:25 - 8:00
Dinner, Alumni Roundtables & Prizes

8:00 +
After hours fun