

# FIMS CAREER CONFERENCE

## THE REAL WORLD

January 18th, 2019



Credit: Scott Webb Photography



# FIMS Career Conference Agenda

<b>2:30 p.m. – 3:00 p.m.</b>	Event Registration	
<b>3:00 p.m. – 3:10 p.m.</b>	Welcome Career Services Officer, Devin Golets Dean, Dr. Lisa Henderson Laura Morrison, Alumni Representative	LH 100
<b>3:10 p.m. – 3:50 p.m.</b>	Keynote Speaker, Angie Campanelli	
<b>4:00 p.m. – 4:25 p.m.</b>	Breakout Sessions #1	
	#1 – Sarah Bugeja	LH 231
	#2 – Lia Karidas	LH 232
	#3 – Kevin Hurren	LH 233A
	#4 – Tyler Buist	LH 233B
	#5 – Jasmine Irwin	LH 100
<b>4:30 – 4:55 p.m.</b>	Breakout Sessions #2	
	#6 – Laura Mallozzi	LH 231
	#7 – Alex Patterson	LH 232
	#8 – Monica Rossa	LH 233A
	#9 – Ryan Louis	LH 233B
	#10 – Rebecca Ford	LH 100
<b>5:00 p.m. – 5:10 p.m.</b>	Refreshment Break	LH 100
<b>5:10 p.m. – 5:50 p.m.</b>	Session with FIMS Career Services Officer, Devin Golets	LH 100
<b>6:00 p.m. – 6:25 p.m.</b>	Breakout Sessions #3	
	#11 – Sarah Bugeja	LH 231
	#12 – Spencer Daniels	LH 232
	#13 – Jasmine Irwin	LH 233A
	#14 – Lia Karidas	LH 233B
	#15 – Tyler Buist	LH 100
<b>6:30 p.m. – 6:55 p.m.</b>	Breakout Sessions #4	
	#16 – Laura Mallozzi	LH 231
	#17 – Liisa Sheldrick	LH 232
	#18 – Alex Paterson	LH 233A
	#19 – Ryan Louis	LH 233B
	#20 – Monica Rossa	LH 100
<b>7:00 p.m. – 9:00 p.m.</b>	Closing Remarks Networking Dinner	LH 100



# Hello,

## and welcome to the 2019 FIMS Career Conference!

So... here we are. Your final semester of your undergraduate degree. For many of you, 2019 represents the first time in your entire life where you don't necessarily know where you'll be come September. I remember the feeling well.

That's because less than four years ago, I was in the exact same position. And seven, 10, or 20 years ago, so were the FIMS alumni that are here today. The alumni we've invited to share their stories are examples of what you could do one day. The people who appear to "have it all figured out." Today's inspiration.

But don't worry. It's not actually all of us staff, alumni, professors and professionals on the "figured it out side" and then you on the "what is adulting" side. We're figuring things out too. We all have more dreams we're chasing. We're all thinking about what we might do next.

When I was in my final semester in FIMS, my plan was to "move back home with my parents and try to find a job, I guess." Staying on campus and one day becoming colleagues with some of my favourite professors was never part of my plan (oh hey, John Reed).

You're about to start a new journey, and this one is kind of like a treasure hunt. Maybe you don't know where you're going, or how to read the map, but you're all chasing your own pot of gold, and you get to define what that looks like.

But what if you don't know where to start, or what you want to do for a career?

I think you already have the answers. You just need to have conversations with others to find them.

The career journey is filled with unexpected twists and turns; it's anything but clear and linear.

But the people you speak to provide clues for where to go next. The books and articles you read provide inspiration. The first job you try on for size clarifies which roads you do and don't want to take. The chats over coffee help clear the haze.

No matter where you want to go, whether it's grad school, working overseas, starting your own business, or climbing the corporate ladder, there's no way you're going to achieve it alone. Nobody finds the pot of gold all by themselves.

Invest your time in people, because they are the most valuable resources on this planet. Don't limit your conversations to 140 characters. Quality time comes from quantity time. The more you engage with people, the clearer the path will become, and the more doors will open.

It's people who will get you excited about what's next, because they will help show you the way. Then, maybe you'll be the one we invite to the 2023 FIMS Career Conference.

All the best, and don't forget to write us,  
Devin  
MIT '15



# NETWORKING TIPS

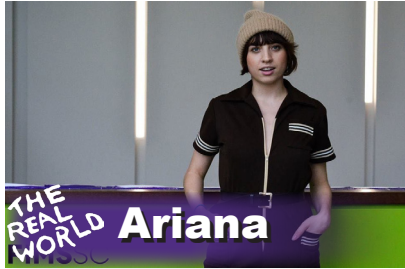
- 🌴 If you have a question, ask it! You have nothing to lose by reaching out to someone.
- 🌴 Act professionally and be polite.
- 🌴 Respect other's time and efforts. Not everyone can help you.
- 🌴 Always say thank you, and always follow up. People who help you want to know they were helpful.
- 🌴 Help someone else - paying it forward teaches you a lot about how to network.
- 🌴 In conversation, be yourself. Ask the other person about their life. Talk about your life. Practice learning how to have a good conversation with a stranger rather than figuring out "how do I ask for what I need".
- 🌴 Invest time in the amount of conversations you have and getting to know people; friends go further than strangers.
- 🌴 Re-frame Networking to "Engaging with people that you know" or "something that happens organically when you're doing something else".
- 🌴 Always be genuine. Don't reach out to the CEO first. Find someone who is more relatable.
- 🌴 Follow up. Add that person on LinkedIn. Even if it's weeks or months later, reach out and give them an update to close the loop on your earlier conversation. This is a great way to leave a lasting impression.



# BROUGHT TO YOU BY

A very special thank you to members of the FIMS Career Conference 2019 Planning Committee for their support with today's event. Your participation, cooperation, and coordination has been invaluable.

## Student Representatives



Ariana Magliocco, FIMSSC President



Bianca L. Huang, FIMSSC Alumni & Graduate Representative

## Staff & Faculty Representatives



Devin Golets, FIMS Career Services Officer



Susan Knabe, Associate Dean, Undergraduate



Kathie Hess, Manager &  
Senior Academic Counsellor



Tracy Fawdry, Alumni &  
Development Officer



Meaghan Skinner, Undergraduate  
Programs Assistant



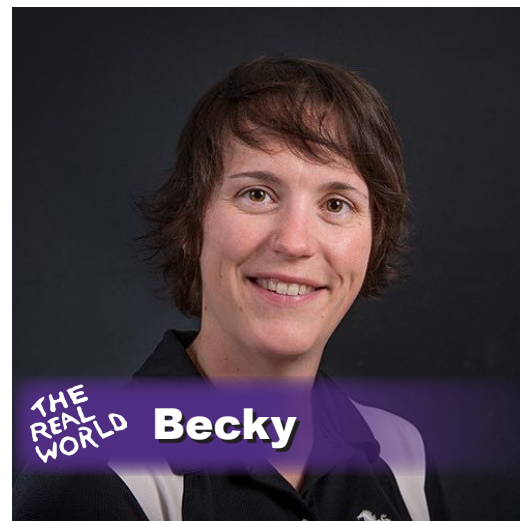
# BROUGHT TO YOU BY

## Alumni Representatives



As the Digital Experience and Strategy Manager for 3M Canada, **Laura Morrison** has helped to shape the online customer experience. With more than 7 years of digital marketing experience, she has leveraged CX to help differentiate brands and drive value for organizations in finance and manufacturing industries. In her current role, Laura has created more than 35 website experiences on 3M.ca ranging from Post-It® Brand and Command® Brand to fall protection and power distribution products. Prior to 3M Canada, Laura has held roles at Delego Software and CitiFinancial Canada.

**Becky Blue** is twice a graduate of FIMS, having completed both the MIT and MA Journalism programs. She's worked in communications as an intern for Western's Communications & Public Affairs, as well as serving as Communications Officer for the Faculty of Engineering. Becky has been the Communications & Information Resource Officer with FIMS since 2011. She manages the Faculty's digital resources including websites and social media, produces content, and consults on strategic communications.



The committee would like to thank the following staff and students for providing additional support for our event today:

Lindsay Sommerauer, FIMS Academic Counsellor, Kelly Baxter, FIMS Academic Counsellor, Matt Ward, FIMS Computing Services, Brett Petch, Student Photographer, Cassandra Coleman, FIMS Student Ambassador, Daniela Fisico, FIMS Student Ambassador, Rachel Ivanyi, FIMS Student Ambassador, Victoria Pat, FIMS Student Ambassador, Thomas Sayers, FIMS Student Ambassador Simran Tamber, FIMS Student Ambassador, Patty Sheerer, Senior Operations Assistant, Conference Services Cliff Fielder, Conference Services Manager, Hospitality Services.

The committee would also like extend a special thanks to Zehra Camilleri and Brienna French of Openwide for the creation of this program.



# KEYNOTE SPEAKER



THE  
REAL  
WORLD

**Angie**

**Angie Campanelli** graduated FIMS in 2003 and has worked in media every day since. From Canadian lifestyle shows and red carpets to Huffington Post and documentary films, she's totally submersed in MIT every day. She's now transitioned into digital media, teaching, consulting and blogging.



# SPEAKERS



**Alex Paterson** is the Executive Director of Canada 2020, Canada's leading independent progressive think tank. He advises progressive organizations and political leaders across Canada and in the UK, Germany, France and the US. He holds a master's in Public Policy from Carleton and following graduation from FIMS, worked as a producer for CBC News, a communications strategist for Greenpeace, and a digital consultant for the Liberal Party of Canada. While at Western, he was an MIT Soph, wrote for the Gazette, and served as FIMSSC President, and Theatre Western Coordinator.

**Sarah Bugeja** is the Director of Marketing/ Acquisitions for Chef's Plate. She has worked across varied retail industries in food, beauty and apparel. Sarah got her start in digital marketing with Sears in 2012, but has since worked with Walmart, Indigo and Loblaws. She also currently serves on the Board of Get Lit Reads, and has been a member of the Board of Directors for Wychwood Barns Community Association.





# SPEAKERS



**Kevin Hurren** is a former speechwriter for Ontario's 25th Premier, Kathleen Wynne, as well as a senior communications advisor for members of her cabinet. Prior to entering politics he worked as a freelance journalist, with bylines appearing in Maclean's, Metro and NBS, as well as in non-profit communications. Currently he's an independent writing consultant based in downtown Toronto, with clients across the business, education and entertainment sectors. He is also former chair of the Ontario Public Service Pride Network, and still writes on LGBT issues for IN Magazine. Hurren

graduated from Western University with an honours specialization in MIT, a minor in writing and a certificate in communications and public relations.



**Monica Eden Rossa** started her tenure with Beattie Tartan in Canada almost a decade ago. Monica leads Beattie Tartan's Toronto office and works with clients like Dallas Green, The Yacht Week, FOOi, Crombie REIT and VanHack.

She's a seven-time award-winning public relations director with experience in consumer, lifestyle, wine and spirits, technology, and entertainment. She's a fearless, solution-oriented thinker with an entrepreneurial eye on team collaboration and growth.

Monica earned a M.Sc. from New York University, a Bachelor of Arts and Certificate in Digital Communications: Social Media & Virtual Worlds from the University of Western Ontario, and a Level 2 Award in Wines & Spirits from London's Wine & Spirit Education Trust.



# SPEAKERS



In **Ryan Louis'** professional career he has produced and developed editorial, co-branded and white-label content for print, online, television and events. He has worked with car brands, charities, food brands, home design stores, electronics companies, and banks. Ryan currently works at Vice as a project manager in the integrated production department. He oversees the execution of sponsored videos and articles that merge the Vice tone and style with clients' brand messages. Previously he worked at House & Home Media as a producer on a small team who developed and ran a profitable video site. Ryan also worked in the creative services department on sponsored print pieces and branded events. He is currently an instructor at University of Toronto teaching multimedia storytelling.

**Laura Mallozzi** is a digital marketer with a passion for interactive media and a knack for problem solving. She started her career agency-side, creating content strategies for Dairy Queen Canada and The Home Depot. She moved client-side in 2016 to work with the newly formed Digital team at McDonald's. She recently joined the Performance Marketing team at KFC where She leads Digital Media, CRM, Local Store Marketing, Direct Mail, and Digital Couponing initiatives. Last year, she was recognized as Bronze Winner in the Globe and Mail's Canadian Young Marketers Competition. Outside of work, she enjoys kickboxing, Instagramming (@forthefoodblog) and travelling.





# SPEAKERS



**Spencer Daniels** is a Senior Product Manager with the Ontario Digital Service – an exciting new area in the Ontario government committed to transforming the way that people interact with government. He's committed to connecting people, ideas and organizations to better understand user needs and build the right solutions. He believes that software, like people, is always a work in progress.

**Rebecca Ford** has spent 8 years in the video game industry. She currently is Director of Community and Live Operations at Digital Extremes, mastering all things digital and online for video games.



**Liisa Sheldrick** is a certified Communications Management Professional (CMP) and the marketing operations manager for the Industrial and Safety Markets Centre at 3M Canada. She joined 3M in 2010 and currently leads a team responsible for the company's industrial channel marketing and operations. For nearly 20 years Liisa has concentrated her strengths and skills on generating ideas and revenue, inspiring action to reach goals and solve problems, focusing on the future and building capacity in others.



# SPEAKERS



**Jasmine Irwin** is a MPI graduate from the class of '13. After working for Western USC as the Vice President Communications on their 13/14 Executive, she worked as the Director of Communications for the Ontario Undergraduate Student Alliance. She then got a job with the Liberal government at Queen's Park, serving Deputy Premier Deb Matthews as a Legislative Assistant and Press Secretary, and then Minister Mitzie Hunter as a Policy Advisor. She is now completing her MA in Political and Legal Thought at Queens University (but don't hold it against her).

**Lia Karidas** holds a BA Honours in Media, Information & Technoculture, and an MA in Popular Music & Culture from Western. Life after FIMS led her steadfastly toward the live entertainment industry, where she has spent the last decade as a "Jill of all trades." Having worked in fundraising, event coordination, project management and marketing, Lia has supported the "biz" side of "show biz" in its many forms. Currently residing in Montreal, she is a senior marketing coordinator for Cirque du Soleil Entertainment Group.



**Tyler Buist** is the digital producer for CBC News Network's Power & Politics, the highest-rated daily political news show in Canada. Since graduating from Western (BA '12, MAJ '13) he has held several positions in CBC's parliamentary bureau covering provincial, federal and international elections as well as the day-to-day political moves that affect Canadians. In his current role, Tyler is helping to shape Power & Politics' digital strategy and increase the show's online and social output by telling stories in unique ways to fit a variety of platforms.



# DEVIN'S READING LIST

## Books

*The Entrepreneurial J Curve*, Howard Love

*Thank You for Being Late*, Thomas Freidman

*Rising Strong*, Brene Brown

*Outliers*, Malcolm Gladwell

*The Confidence Code*, Katty Kay and Claire Shipman

*Designing Your Life*, Bill Burnett and Dave Evans

## Reports

"Humans Wanted: How Canadian youth can thrive in the age of disruption (RBC's Report on Future Launch program)"

[https://www.rbc.com/dms/enterprise/futurelaunch/\\_assets-custom/pdf/RBC-Future-Skills-Report-FINAL-Singles.pdf](https://www.rbc.com/dms/enterprise/futurelaunch/_assets-custom/pdf/RBC-Future-Skills-Report-FINAL-Singles.pdf)

## Top 3 Ted Talks:

Designing Your Life, Bill Burnett

How great leaders inspire action, Simon Sinek

Why comfort will ruin your life, Bill Eckstrom

## Top 3 Daily Email Subscription Lists

Pressed

Academica Group

The Hustle



# FIMS NETWORKING BINGO

Where do you see yourself in 5 years?	What has been your toughest challenge?	What was your first job?	What is your best networking tip?	What is MIT?
What is MPI?	What do you wish you had known in first year?	What are two skills that you have learned here in FIMS?	What career supports have I accessed at Western?	In three words, how would you describe yourself?
What is one goal for this term to help support your plans after graduation?	How do you handle stress?	<b>FREE SPACE</b>	What is your favourite social network?	What do you do for fun in your spare time?
How do you describe FIMS to your friends and family?	Your favourite FIMS professor?	Why did you decide to choose FIMS?	If you could live in a book, TV show, or movie, what would it be?	What is your dream job?
What is your favourite FIMS course?	What does success mean to you?	What are you most grateful for and why?	Have you ever watched The Real World?	Who is your favourite media theorist?

How to Win: In the world of networking, you need to be open to meeting new people and mastering the art of communication. In between sessions today, we have allotted a few minutes for you to practice your skills in a safe place. No judgement here!

- 1) Introduce yourself to someone at your table. Include a handshake with your introduction.
- 2) Select a question for your partner from the bingo card. Allow for no more than 2 minutes for a response.
- 3) Allow your partner to ask a question. Allow for no more than 2 minutes for a response.
- 4) Sign your name (first and last please) if your partner answered your question.
- 5) With a streak of 5 signatures, you will qualify to submit your name during closing remarks. There are some awesome prizes to be won!

This is a great way to get some practice for the roundtable dinner with alumni this evening! Have fun!



# W I N T E R 2 0 1 9 CAREERWORKSHOPS

Learn **Effective Job Search** Strategies

## Effective Resumes & Cover Letters

Jan. 15, 4:30 - 5:30 pm | Feb. 26, 12:30 - 1:30 pm

## Your Elevator Pitch: How to Talk to Employers

Jan. 16, 2:30 - 3:20 pm | Jan. 30, 2:30 - 3:20 pm

## Get a Job after Graduation - Employers are Hiring Now!

Jan. 23, 4:30 - 5:30 pm | Jan. 31, 1:30 - 2:30 pm

## Interview Skills

Jan. 24, 1:30 - 3:30 pm | Feb. 14, 1:30 - 3:30 pm

## LinkedIn: I've signed up - now what?

Jan. 29, 1:30 - 3:00 pm | Feb. 13, 4:30 - 6:00 pm

## Networking Strategies

Jan. 17, 1:30 - 2:30 pm - Informational Interview Your Way to a Job

Jan. 22, 4:30 - 5:30 pm - New to Networking? Learn the Basics!

## International Students

Jan. 28, 4:30 - 6:30 pm - International Students: What You Need to Know to Get a Job

Feb. 12, 2:30 - 4:00 pm - Negotiating, Starting, and Maintaining Employment in Canada

Can't attend an 'in person' workshop?

Online modules are always available at **completestudent.ca**



Western

For more info and registration, please visit  
**westerncareercentral.ca**



SuccessCentre



westernuSuccess

success.uwo.ca



THE  
REAL  
WORLD

THE  
REAL  
WORLD

THE  
REAL  
WORLD

THE  
REAL  
WORLD

THE  
REAL  
WORLD

THE  
REAL  
WORLD