



Immersion Academy

"Rooted to Succeed"

Date: November 7 – 9, 2017

Location: Dallas/Fort Worth Airport Marriott South, Dallas, TX

Target Audience: University Seniors in Marketing, Production, Engineering/Technology, Supply Chain/Logistics, and Food Safety

Immersion Academy will bring together 100 students from 10 universities to a 2-day event, November 7-9 in Dallas, TX.

The programming will focus on the following disciplines: Marketing, Production, Engineering/Technology, Supply Chain/Logistics, and Food Safety. This program will immerse students into the specific career areas that they are interested in pursuing. It will educate them on what a career in the produce and floral industry would look like.

This program will drill down to these students specific area of interest, versus overall awareness of careers in the industry. Students will be split into pods based on their area of study and will receive education and insights from industry experts in those fields. They will also have opportunities for development in areas such as interview skills, personal branding, etc. Students will be given the opportunity to meet with actual produce and floral companies during the speed interviewing session. Student can sign-up for 15 min. speed interviews with companies that are looking for entry-level positions in these fields.

*Costs covered by the Center for Growing Talent by PMA