

## @ Campus

# Experience and shape innovation locally

A blurred photograph of several business professionals in a modern office setting, engaged in a meeting. The scene is brightly lit with large windows in the background. In the foreground, there are some documents and a laptop on a desk.

**Innovative education and innovation partners  
connected with employers, talents and experts**

[www.attraktive-arbeitgeber.com/strategiekreis/campus](http://www.attraktive-arbeitgeber.com/strategiekreis/campus)

## Advantage and securing the future through cooperation

Secure your access to a [uniform digital communication platform](#)

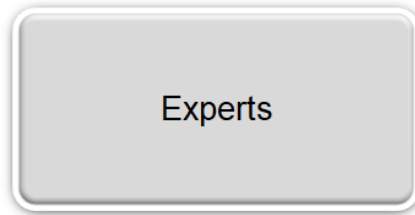
### On site in dialogue

Use the knowledge and contacts of dedicated platform users for your success.

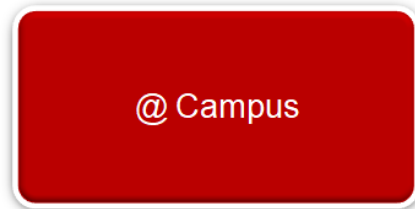
### Quo Vadis

„Working world of tomorrow“?

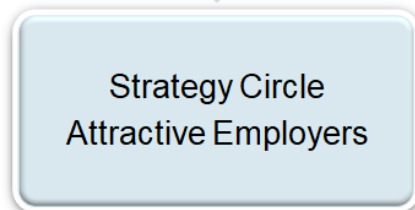
Finding today's answers and solutions to morning's questions.



- Expert Profile



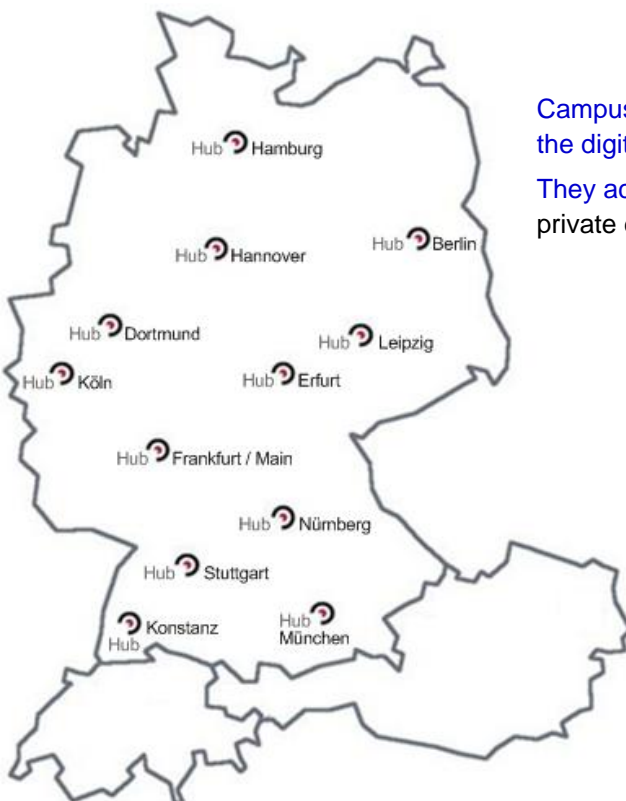
- Meeting Space „Attraktive Arbeitgeber“
- Employers Colloquium
- Talents Colloquium



- Attraktive-Arbeitgeber.com trend study („Trendstudie“)
- Questioning of
  - › Experts
  - › Employers
  - › Talents

## Example Germany

**In cooperation with strong partners** - win "attractive employers" and "qualified talents".



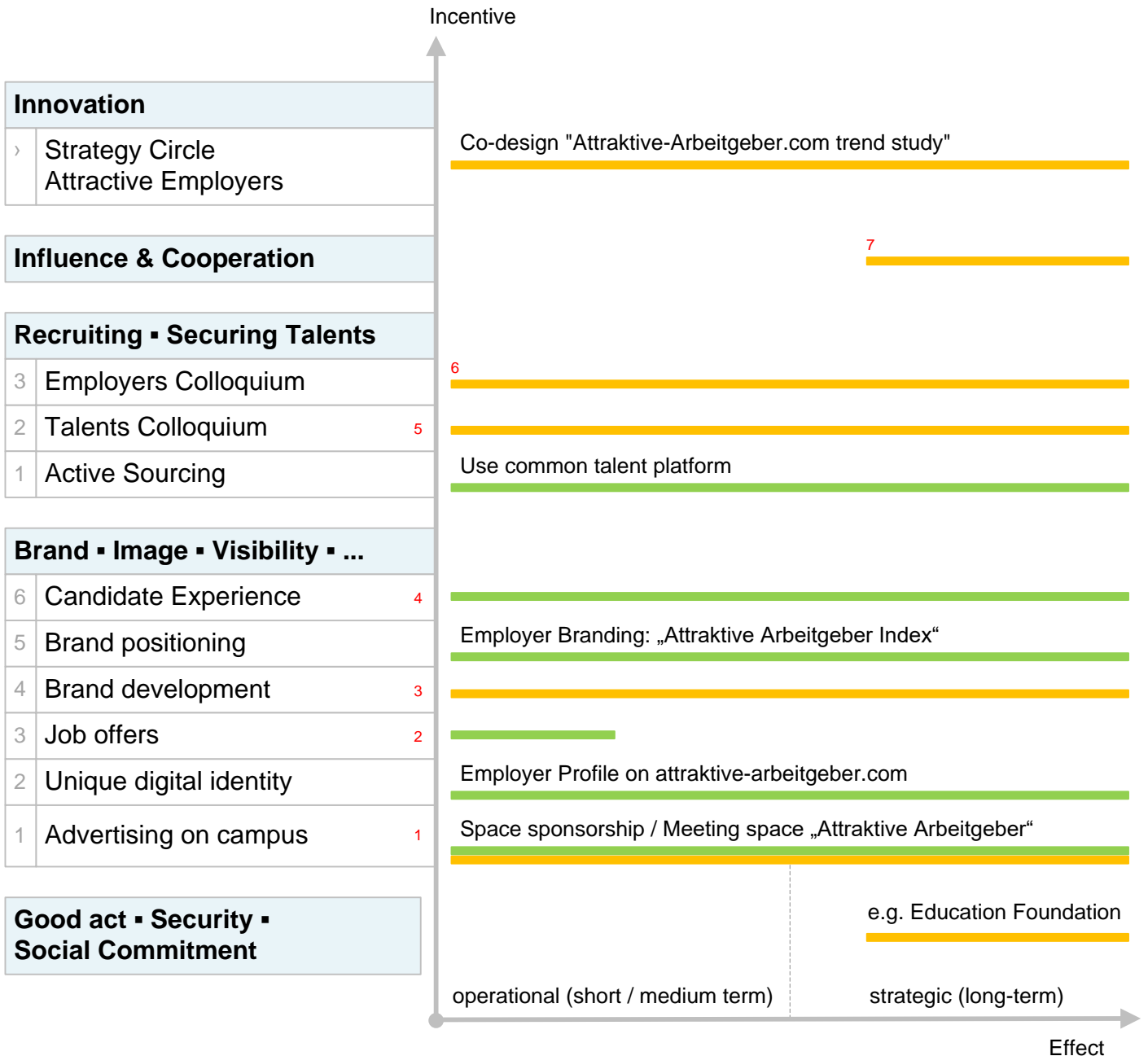
Campus owners ensure their talents the access and benefits of the digital platform.

They actively help them on their way to the professional and private development.

## Example Education Partner/ University

### Competitive advantage through strategic partnerships

Expand your range of services with exclusive additional services



digital live

- 1 Meeting space „Attraktive Arbeitgeber“
- 2 On attraktive-arbeitgeber.com und partner sites
- 3 Collaboration with experts from attraktive-arbeitgeber.com
- 4 Recommend interested talents with their Talent Profile via attraktive-arbeitgeber.com
- 5 Talents Colloquium: Actively coaching talents locally; provide career services
- 6 Employers Colloquium: a company introduces itself in detail "@ Campus", gets to know talents on location
- 7 Regional Networks / Memberships; i.a. in „Fördervereine“, example: [www.vdf-he.de](http://www.vdf-he.de)

## Example: Live on Campus – Meeting space „Attraktive Arbeitgeber“

Employers, talents and experts in dialogue on site

BRAND • IMAGE • VISIBILITY • PERSONAL RELATIONSHIPS

### Meeting space „Attraktive Arbeitgeber“

1



### RECRUITING

Offer	2 3	User	
› Arbeitgeberkolloquium		▪ Your <b>company contacts</b> <sup>4</sup>	
		▪ Your <b>talents</b>	Students, alumni
› Talentkolloquium		▪ Your <b>talents</b>	Students
		▪ <b>Invited experts</b> <sup>4</sup> with solutions for talents	Career coaches, HR experts, ...

INNOVATION | Among other things: Access to the results from the „Attraktive-Arbeitgeber.com trend study“

Offer	3	User
› Strategy Circle Attractive Employers		▪ Your <b>company contacts</b> <sup>4</sup>
		▪ <b>Invited experts</b> <sup>4</sup> with solutions for employers

1 Reference example: Meeting space „Attraktive Arbeitgeber“ at HS Esslingen University of Applied Sciences, hs-esslingen.de

2 Example hs-esslingen.de: „Talents“ are students, alumni, guests

3 Premise: there is a meeting space „Attraktive Arbeitgeber“

4 You invite as @ Campus owner / host. On request, we can assist you on a case-by-case basis.