



4. Innovation Forum

Promoting Employer Branding - Student Preferences in Job Search

Webinar for companies, municipalities, economic development agencies, start-ups, students

9th December 2021 from 4:00 - 5:30 pm

Online via ZOOM¹

Demographic change, generational shifts and the “war for talents” present companies with major challenges and make it difficult for them to attract and maintain suitable employees. Employer branding is therefore becoming increasingly important. In order to position themselves as an attractive employer, companies need to know which factors play a decisive role in the choice of employees. This applies in particular to the requirements and expectations of young high potentials. Only if companies appear attractive in the eyes of the generations Y and Z, they will be competitive in this “war for talents” in the future.

The euregio rhine-meuse-north is characterized by many small and medium-sized enterprises (SMEs). SMEs often have fewer resources for employer branding and are inferior to large companies in the “war for talent” due to their awareness.

The fourth “Innovation Forum” wants to provide information about students’ preferences when choosing employers and discuss possible employer branding strategies.

Join our digital event on 9th December 2021

Please register by clicking the following link:

> **04:00 - 05:30 pm**

After registration, you will receive a confirmation email with information about participating in the event.²

Participation in the event is free of charge.

First, Christina Masch, research assistant at the research institute *NIERS* (Hochschule Niederrhein), will present the results of a cross-border student survey (2019). Students of Hochschule Niederrhein and Fontys Venlo were asked about their preferences in job search: What size of company do they prefer? Where would they like to work? Which factors are particularly important to them when choosing an employer? etc.

Second, *Yves Pilet*, Employer Branding expert, will highlight current labor market trends and how his view of employer branding strategy is key for any organisation to realise business objectives in an interactive, multimedia presentation. Based on his roadmap you'll learn how to strengthen your employer brand in three crucial steps.

Agenda

Time	Topic	Speaker
3:45-4:00 pm	Sound and Video Check (for companies)	
4:00-4:10 pm	Welcome	Prof. Dr. Angelika Krehl
4:10-4:40 pm	Student Preferences in Job Search	Christina Masch, M.A. (<i>NIERS</i>)
4:40-5:10 pm	How do you strengthen your employer brand in the current labor market?	Yves Pilet (<i>Yves Pilet Consultancy</i>)
5:10 - 5:25 pm	Questions	Prof. Dr. Angelika Krehl
5:25 - 5:30 pm	Closing statement	Prof. Dr. Angelika Krehl

Contact

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¹ <https://www.hs-niederrhein.de/fileadmin/dateien/it-support/datenschutzhinweise/zoom.pdf>

² https://www.hs-niederrhein.de/fileadmin/dateien/it-support/anleitungen/Zoom-Teilnahme_Webmeeting-HN.pdf