

TILBURG CAREER DAYS

BROCHURE



NOVEMBER 13TH, 14TH, 15TH & 16TH

The Tilburg Career Days is an annual campus recruitment event of Tilburg University. We offer an ideal environment for you to get in touch with diligent students that study at one of the top universities in The Netherlands.

Our collaboration with the university offers us great access to a pool of resources that help us maintain and sustain the quality of the event.

In 2022, over 1000 students attended the activities over a course of four consecutive days. We strive for a four-day on-campus event.

We offer a multitude of experiences to get the most out of the Tilburg Career Days. We strive to provide both you and the students with multiple engagement points, both formal and informal.

We hope to welcome you at the Tilburg Career Days!

On behalf of the TCD board,

Gerhard van de Vliert
Chairman of the Tilburg Career Days



WHY TILBURG CAREER DAYS?

1

36 years of experience

This is already the 36th edition of Tilburg Career Days. Over the years 200 companies have joined and more than 14.000 students have attended. For over three decades we have accumulated experience in successfully mediating corporate student interactions.

Diverse informal and formal activities

The best way to get students to become your next best employee is by combining formal and informal events.

A company presentation to level the playing field and inform students about all the opportunities at your firm. Exploit the interactivity of a workshop or masterclass to identify the student with the desired working ethos or get to know the students better at the Jobfair in an informal way!

2

Strong social media platform

Our online platforms facilitate year-round interaction with our network consisting of thousands of students .

Expand your recruiting world into the Tilburg Career Days!

3

Highest ranked studies and students

For many years now, Tilburg University has been among top universities, in the Netherlands as well as internationally.

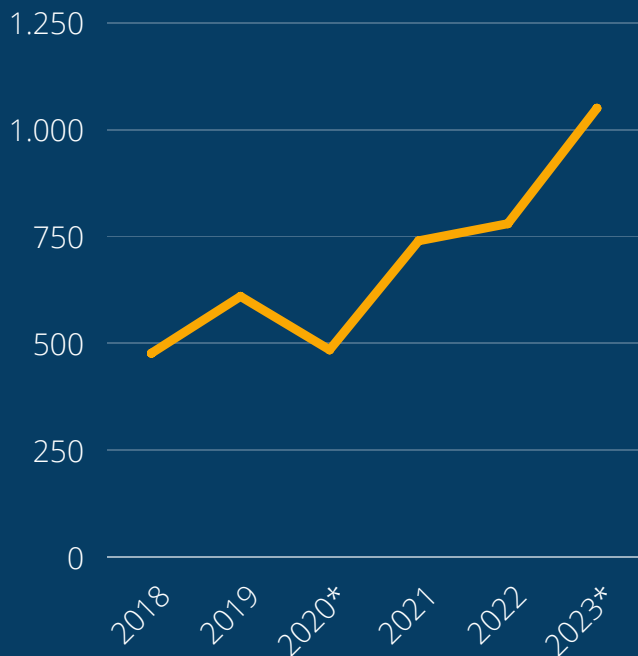
Most recently, Tilburg University has been ranked:

- #1 Law School of the The Netherlands;
- #1 in Accounting & Finance
- and Economics & Econometrics in the Netherlands (#36 worldwide);
- #17 worldwide in Business Administration;
- #47 worldwide in Psychology.

4

PARTICIPANTS

NUMBER OF PARTICIPANTS OVER THE YEARS



* based on last edition's evaluation

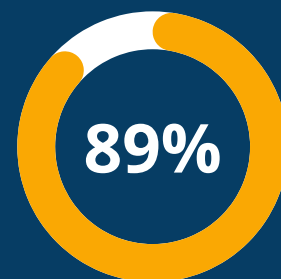
STATISTICS TILBURG UNIVERSITY

#1 Law School of The Netherlands

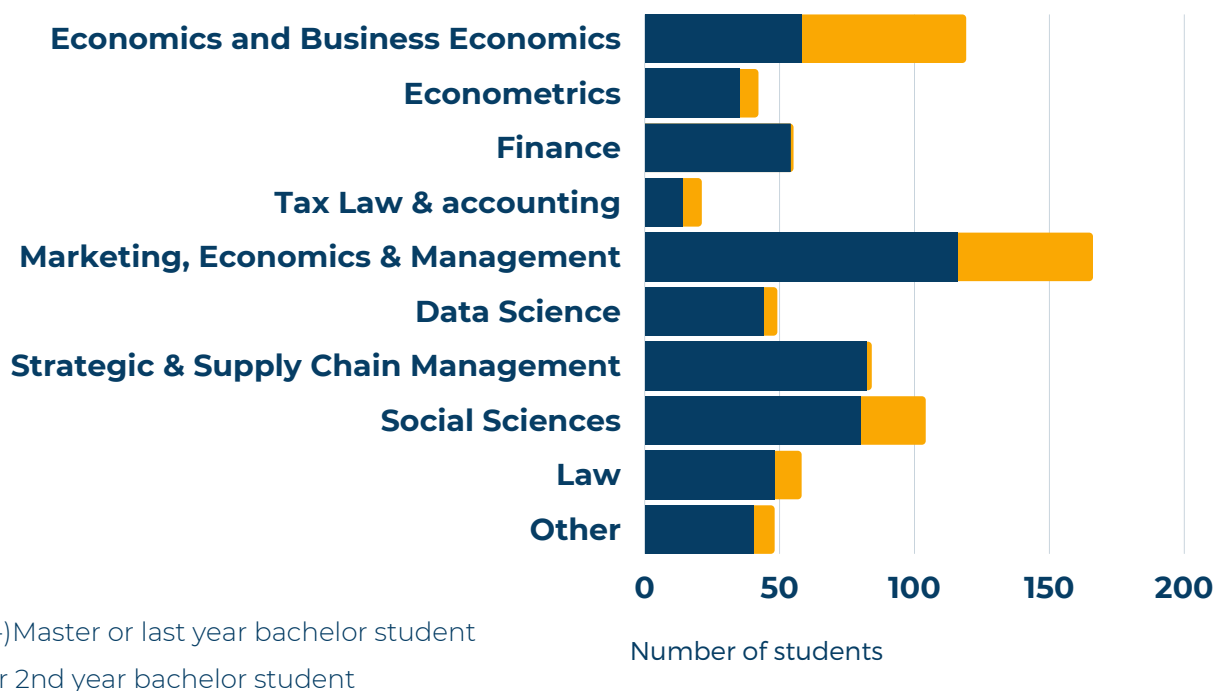
#1 in The Netherlands in Accounting & Finance and Economics & Econometrics

#2 in Marketing worldwide

OVERALL SATISFACTION RATE*



Participants per study program at the last edition



(Pre-)Master or last year bachelor student
 1st or 2nd year bachelor student

RECRUITMENT ACTIVITIES



Company Presentation

The 45-minute company presentation allows you to introduce your company to the participating students. It provides you with the ideal opportunity to elaborate on your daily business, but you could also use it to praise topics such as work environment and job opportunities. The possibilities are endless!

Workshop

A 90-minute workshop is the ideal opportunity to introduce your company in a more interactive way, by combining an introductory presentation with an actual work-related case solved in groups. Students gain practical insights in your operations, while you get the chance to identify diligent students while in action!



RECRUITMENT ACTIVITIES



Masterclass

The 180-minute masterclass offers a unique opportunity for your company to present a challenging and comprehensive case, making it possible to create an environment that enables in-depth interaction between you and the participating students!

Individual Conversations

By adding individual conversations to your Tilburg Career Days-experience, you can directly engage with students individually. Getting to know a student personally is the perfect way to properly identify whether a student is a suitable candidate!



GOLDEN EXPERIENCE

PRICE: €3.350,-

Most premium and encompassing opportunity to express yourself and engage with promising students.

The **Golden Experience** offers it all. Its framework is designed to make the most out of every student encounter. Enthuse students during a company presentation by making sure they know what the future holds with you. Interact with interested students during a workshop or explore their capabilities during a masterclass! The individual conversations create an ideal environment to engage with promising students to get to know them more personally. The (social media) promotions will put you in the spotlight and set the stage for an exquisite event!

- Company Presentation or Workshop;
- Masterclass;
- Individual Conversations;
- CV checks upfront;
- Excellent Presence in Promotions;
- Company Profile on Website;
- Company Page in Online Magazine;
- Publish up to six vacancies, both on- and offline;
- Access to the Jobfair and informal drinks;
- Promotional Gadget in Goodiebag;
- Social Media Promotions.



SILVER EXPERIENCE

PRICE: €2.950,-

Excellent way of presenting yourself to diligent students. A perfect balance between interaction and engagement.

A Silver Experience will provide you with all the necessities to interact with students in all facets. Use your company presentation to elaborate on the opportunities your firm has to offer or get to see them in action during a workshop! Take the opportunity to meet up with students of interest during the individual conversations.

Your presence will be undeniable as a result of the extensive promotion capabilities at your disposal, both off- and online!

- Company Presentation or Workshop;
- Individual Conversations;
- CV Checks upfront;
- Good Presence in Promotions;
- Company Profile on Website;
- Company Page in Online Magazine;
- Publish up to four vacancies, both on- and offline;
- Access to the Job Fair and informal drinks;
- Promotional Gadget in Goodiebag;
- Social Media Promotions.



TILBURG
CAREER
DAYS

BRONZE EXPERIENCE

PRICE: €2050,-

Experience the possibilities and start to engage with the students. Promote your business in our network.

The **Bronze Experience** is the ideal compact package if you want to discover what the Tilburg Career Days have to offer to you and your firm.

It provides you with the freedom to choose how to interact with the students. Do you engage with them in a more formal manner during a company presentation, or do you prefer to work alongside them during a workshop? The choice is yours!

In either scenario, promotions on our website will make sure students know you're with us!

- Company Presentation;
- Presence in Promotions;
- Company Profile on Website;
- Company Page in Online Magazine;
- Publish up to two vacancies, both on- and offline;
- Access to the Job Fair and informal drinks;
- Promotional Gadget in Goodiebag.



ADDITIONAL ACTIVITIES

COMPANY DINNER

During this activity, we will facilitate a luxurious dinner with a select group of promising students of Tilburg University at a location of your choice. This allows you to extensively interact with students in an intimate and formal setting.



COMPANY CASE DAY

During a case day, your company gets the chance to solve current and challenging business problems together with a group of ambitious students. This is the ideal opportunity to discover how the students solve real-life business problems.

(IN)FORMAL RECRUITMENT

During an (in)formal recruitment activity, your company can get to know students in a social, interactive setting. During this activity, students get the opportunity to introduce themselves to your company in an (in)formal way. We have a multitude of ways to design an activity like this, but feel free to come up with a unique solution and let us assist you!



ADDITIONAL ACTIVITIES

SOCIAL MEDIA PACKAGES

Strengthen your online presence in our network and secure a head start on the other companies! Nowadays, social media proves to be an effective way to engage with students. Our social media package consists of the perfect combination of platforms and messages to reach the maximum amount of students!

Details

Reach

- Flyers +-3000*;
- Website 600*;
- Posters ± 100*;
- Instagram post 1200 online reach;
- Instagram story 900 online reach;



During the event

EXTRA INDIVIDUAL CONVERSATIONS

Feeling like the number of prospective students exceeds the IC-slots included in your experience? We got you! Adding some extra IC-slots makes sure you don't have to choose between high-potential students. You can just talk to them all!

Details

- More informal setting;
- Better view of the student;
- (3x 30 min, 4 x 20 min) extra conversation;

POSSIBILITIES

Experience includes:

| | Gold | Silver | Bronze |
|---------------------------------------|------|--------|--------|
| Company presentation | ● | ○ | ● |
| Company workshop | ● | ● | ○ |
| Masterclass | ● | ○ | ○ |
| Individual Conversations | ● | ● | ○ |
| CV checks upfront | ● | ● | ○ |
| Company profile on website | ● | ● | ● |
| One page in online magazine | ● | ● | ● |
| Number of vacancies on the website | 6 | 4 | 2 |
| Promotional gadget in goodiebag | ● | ● | ● |
| Promotion on social media | ● | ● | ● |
| Access to Jobfair and informal drinks | ● | ● | ● |

PRICES

Packages

| | |
|-------------------|------|
| Golden experience | 3350 |
| Silver experience | 2950 |
| Bronze experience | 2050 |

Separate activities

| | Price in € |
|--|--------------|
| Jobfair | 900 |
| Individual conversations (6x30 min, 8x20 min) | 1000 |
| Presentation | 750 |
| Extra workshop time | 175 (30 min) |
| Masterclass | 1250 |
| Company Lunch/Dinner | On request |

Mobile application

| | Price in € |
|-------------------|------------|
| Push notification | On request |
| Ad in application | 250 |
| Loading page ad | 375 |

Online promotion

| | Price in € |
|----------------------------|------------|
| Additional website vacancy | 100 |
| Mailings | On request |
| Instagram promotion | 200 |
| Promotion post Facebook | 200 |
| IGTV | 300 |
| Social media package | 600 |
| Personalized promotion | On request |



Gerhard van de Vliert
Chairman



Berend van Straten
Treasurer



Puck van Weert
Public Relations



Sjoerd Willems
Public Relations



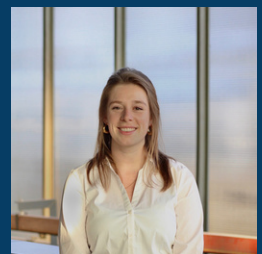
Tom Renau Donders
Operations Manager



Sven de Rouw
Student Affairs



Karen Driedijk
External Affairs



Anne van den Boomen
External Affairs

Address

Spoorlaan 330-332
Tilburg, 5038 CC

Contact details

Tel. +31 (0)13 543 88 31
Email: info@tilburgcareerdays.nl

