Young Talent Recruitment: Selection, Seduction... or Something Else?

By participating in this seminar, you will

- Gain a clearer understanding of the graduates of today and tomorrow
- Establish yourself as a major player in the market and ensure that you have a strong employer brand
- Use social media as a tool for recruitment and make the most of online resources
- Discover how to work in partnership with universities to attract the right talents
Speakers

**Marnick Vandebroek**, Employer Branding Consultant at RCA Group, Belgium

As a ‘digital native’, Marnick is one of those young professionals who fully understand and master the art of communication in the digital age. Starting out as an Online Account Manager at RCA hr, Marnick expanded his expertise along the way and now strategically assists companies in the discovery and exploitation of their ‘employer brand’, uniting digital and traditional media in a long-term objective.

**François de Wazières**, International Recruitment Director, L’Oréal, France

François joined the L’Oréal Group in 1999. Soon after, he was appointed as European Human Resources Director for the luxury products division. As of 2003 he was Chief Human Resources Officer of L’Oréal Mexico and Central America and later Vice President of Corporate Strategic Recruitment and Talent Development in the US. Since 2007, he is International Recruitment Director at the international headquarters in Paris.

**Marie-Christine Schindler**, Senior Consultant at mcschindler.com, Switzerland

Marie-Christine is a senior consultant at mcschindler.com, a PR, editorial and corporate publishing consultancy. She is also co-writer of the bestseller *PR in the Social Web* - the handbook for communication professionals (O’Reilly). The federally certified PR consultant BR / SPRV and Master in Corporate Writing & Publishing also teaches as a lecturer at several Swiss educational institutions.

**Marie-José Genolet**, Promotion Manager at Uni-Emploi, University of Geneva

Marie-José is a communication professional with a focus on employment and training. Since 2002, she ensures the promotion of companies to students and young graduates at University of Geneva. She developed several concepts such as interactive meetings, information on Facebook and the Internet and the annual career fair Uni-Emploi.

**Job Mensink**, Founder of brandgiving®, Netherlands

Job was Global Head of Employer Branding for Royal Philips Electronics before he founded brandgiving® in 2009, focusing entirely on employer brand and talent strategy development. Already more than nine international clients have selected brandgiving®, taking him into industry sectors like financial services, pharma, automotive and the world’s largest consultancy firm.

**Philippe Ory**, Director of EPFL Career Center

Philippe holds an EPFL MS in Electrical Engineering. He has held several European-level sales, marketing and management positions in top IT companies. Since 2006, he is the Director of EPFL Career Center, which he created from the ground up. Beside his management activities, he advises EPFL students and delivers workshops on topics related to professional insertion.

**Dr. Beate List**, University Programmes Specialist at Google, Switzerland

Beate has been on Google’s university programmes team in Europe since 2005. Besides managing fellowships and scholarships, she is the key-account manager for universities in Austria, Switzerland, Eastern Europe, and Scandinavia. Beate has a PhD and an MS in Computer Science from TU Wien.

**Stephen Fischer**, Career Services Manager, Ecole Hôtelière de Lausanne

Born in the USA, in Switzerland since 1991, Stephen recruited students from 55 countries for ten years before joining EHL in 2006 as Career Services Advisor. He co-founded the Career Center in 2008 and is now Career Services Manager. He did 35 types of jobs prior to teaching: a good preparation for his current position.

**Sabina Rondic**, Career Counselor at University of Lausanne

Sabina studied work and organizational psychology with a focus on HR and counseling. During her first experience at RSR (Swiss national radio) she helped develop management skills. Since 2007, she works at the career guidance and counseling service of UNIL counseling students and graduates, coordinating internships with companies.

This seminar is aimed at professionals working in:
- Human Resources
- Recruitment
- Graduate Recruitment & Development
- Talent Management
- Training & Development
- Employer Branding

**Full Day Package**
(conferences and workshops including Buffet Lunch)
- Early Bird rate: CHF 550.-
- Standard rate: CHF 690.-

**Half Day Package**
(conferences only including Buffet Lunch)
- Early Bird rate: CHF 360.-
- Standard rate: CHF 450.-

The Early Bird rate will apply until October 16, 2011.
From October 17, 2011 the standard rate will be charged.

*The number of places for the full day is limited to 100

**Registration:**
http://career.epfl.ch

**Contact:**
cc@epfl.ch

Free WiFi access will be available throughout the day.
# Program

## Morning Program: Plenary Conferences

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<tr>
<th>Time</th>
<th>Event</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>8h30 - 9h00</td>
<td>Registration and coffee</td>
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<tr>
<td>9h00 - 9h10</td>
<td>Welcome message</td>
<td>Prof. Dr. Patrick Aebischer, President of EPFL</td>
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<tr>
<td>9h10 - 9h40</td>
<td>The professional expectations of young graduates of today and tomorrow</td>
<td>Philippe Ory, EPFL Career Center, Sabina Rondic, Career guidance and counseling service of UNIL</td>
</tr>
<tr>
<td>9h40 - 10h25</td>
<td>How to establish yourself as a leader in attracting AND retaining young talents</td>
<td>Job Mensink, brandgiving®</td>
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<td>10h25 - 11h00</td>
<td>Coffee break</td>
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<tr>
<td>11h00 - 11h45</td>
<td>They are not like us - Do companies really have to change their attitude towards the new generation?</td>
<td>Marnick Vandebroek, RCA Group</td>
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<tr>
<td>11h45 - 12h30</td>
<td>Google and L'Oréal - the reasons of their success</td>
<td>Dr. Beate List, Google, François de Wazières, L'Oréal</td>
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<tr>
<td>12h30 - 14h00</td>
<td>Buffet lunch</td>
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## Afternoon Program: Group Workshops

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>14h00 - 16h30</td>
<td>Two 1-hour workshops to choose from upon registration (coffee break in between)</td>
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<tr>
<td>14h00 - 16h30</td>
<td>On-campus promotion possibilities - 3 examples (in French)</td>
<td>Marie-José Genolet, University of Geneva, Stephen Fischer, École Hôtelière de Lausanne, Joseph Maisano, EPFL Career Center</td>
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<tr>
<td>14h00 - 16h30</td>
<td>Employer communication - how not to fall into the me-too trap (in English)</td>
<td>Job Mensink, brandgiving®, Rahel Chopathar, EPFL Career Center</td>
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<tr>
<td>14h00 - 16h30</td>
<td>What makes the young graduates tick? (in English)</td>
<td>Marnick Vandebroek, RCA Group, Philippe Ory, EPFL Career Center</td>
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<tr>
<td>14h00 - 16h30</td>
<td>Social networks - do's and don'ts (in French)</td>
<td>Marie-Christine Schindler, mcschindler.com, François de Wazières, L'Oréal, Aurélie Secrétan, EPFL Career Center</td>
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Morning conferences in English and French with simultaneous translation to the other language. Attention: afternoon workshops will not be translated.
Access to the EPFL Rolex Learning Center by public transport (from Lausanne or Renens):

- Take the Metro M1 and get off at ‘EPFL’ station
- Follow the signage to the Rolex Learning Center - this is a 10 minutes walk

Access to the EPFL Rolex Learning Center by car:

- On the motorway A1 follow the signs to ‘Lausanne Sud’
- Exit the E23 at ‘St-Sulpice Ecublens UNIL-EPFL’
- Follow ‘Avenue du Chablais’/‘Route cantonale’ for approx. 2 km
- After 2 km (in the second roundabout) turn right and then turn left immediately
- Drive another 200m and enter the parking garage
- Please use the white parking spaces (public metered parking) unless instructed otherwise by the organizers

Due to limited parking spaces we strongly recommend to use public transport!