



October, 30th-31st • Bologna

Borsa del Placement forum 2012

Placement Exchange

Placement Exchange project

Borsa del Placement, “**Placement Exchange**”, is an initiative born within Desmo project, conceived to **bring together** Italian and foreign university **placement teams** and **HR managers** from businesses, through an *original form of interaction* that will effectively support the graduates changeover from university career to employment.

Through Placement Exchange activities it is possible to develop several actions:

Partnership with businesses

- **working together with businesses** to strategically plan new campus recruiting initiatives and create a **permanent network** allowing changeover towards employment.
- **communicating to provide continuous visibility to all initiatives** in order to directly involve Placement Exchange network businesses.
- **building up and constantly communicating the brand** through effective placement courses and increasing registration flow of young talents.

Events and initiatives promotion

Faculty Branding

2011 participants



Universities and Higher Education schools

Aosta, Bangi - The National University of Malaysia, Bari, Bergamo, Bologna, British Council, Budapest - BME, Camerino, Campus Mentis, Catania, Ceres, Chieti-Pescara, Cosenza, Ferrara, Foggia, Fondazione CUOA, Genova, Gjrokastra - Eqrem çabej University, Grenoble - Ecole de Management, Istanbul - Ozyegin University, L'Aquila, La Rochelle - Eigs, Lecce, Ljubliana - University of Ljubliana, Lugano - USI, Luiss Business School, Macerata, MIB School of Management, Milano - IULM, Milano - Università degli Studi, Moscow - State University, Nancy - ENSGSI-INPL, Napoli - Federico II, Niigata - International University of Japan, Padova, Paris - Supmeca, Parma, Pisa, Roma - LUISS Guido Carli, Roma - Tre, Roma - Università Campus Bio-Medico, Santiago - Finis Terrae, São Paulo - USP - Escola Politecnica, Sassari, Seconda Università di Napoli - SUN, Siena, Siena - Università per Stranieri, Teramo, Timisoara - Polytechnic University, Torino - Politecnico, Toronto - York University, Trento, Trieste, Udine, Venezia - Cà Foscari, Venezia - IUAV, Vercelli, Verona, Warsaw - Kozminski University, Wien - Technology University, Wroclaw - University of Technology.

Companies:

Altran Italia, Amplifon, Angelini, Autogrill, B.A.G.G.I., Bombardier Transportation Italy, Coesia Group, Credem, Cyanagen, Decathlon, e-Gate, Enel, Faber, Ferrero, Fiat Group, Geox, Gruppo Calzedonia, Gruppo Generali, Gruppo Scai, H-Farm Ventures, IES Italiana, Indesit Company, Istituto Superiore Maria Boella, Iveco, KGN, KPMG, Kuehne Nagel, Leroy Merlin, Lima Corporate, Lyondell Basell, Mars Italia, Npo Sistemi, Orange, Pam Panorama, Planetek Italia, Procter & Gamble, RCS ETM Sicurezza, Riello, Robert BOSCH, RSA - Royal Sun Insurance, Salini Costruttori, Sas, St. Jude Medical, Tetra Pak, UBI Banca, Unimpiego - Confindustria, Veneto Banca, Vodafone, Wind Telecomunicazioni, Wartsila

Institutions:

Fondazione CRUI, Italia Lavoro

Placement Exchange initiatives

Placement Exchange has evolved in a **range of initiatives that can structure and develop the network** of institutions and businesses, with the annual event viewed as a meeting and reference point.

Therefore, Placement Exchange is a **multi channel project** with a range of **complementary initiatives**:



Universities and companies meet each other and sharing knowledge: workshops, seminars and one-to-one meetings



The online career day: graduates meet company recruiters in video chat



The message board that offers permanent information sharing and best practices



Workshops & online services, online and on site consultancies for placement teams and graduates

The Forum



The Forum is an **established appointment** for placement vice rectors and operators and HR managers. Within Placement Exchange, it represents the **point of arrival** and the culmination of the activities that have taken place over the previous months.

Fifth Forum edition took place in **Venice** between **19th and 21st October**.
Forum success is witnessed by numbers:

- ✓ **63 Universities and Higher Education schools**
- ✓ **Universities from 15 countries** of 4 continents
- ✓ **60 Companies**
- ✓ **320 Delegates**
- ✓ **1.300 one to one meetings**
- ✓ **Main national institutions patronages**



New Placement Exchange Forum location

A new location: starting from 2012, the Forum will be held in **Bologna** at **Palazzo Re Enzo**, within the city center.

A very **prestigious** and **reachable** place from Italy and abroad, thanks to Bologna International Airport.



A renew format: Forum will be scheduled during two days, on **October, 30th and 31st**, respectively dedicated to **workshops** and **one to one meetings**.

A new agenda to optimize commitments attendants, focus activities and contain costs leaving so unchanged the adhesion fees.

Placement Exchange Forum format



Placement Exchange Forum is a yearly **international encounter** for:

- ✓ Universities and Higher Education schools (placement and career service operators)
- ✓ Companies (HR managers and recruiters)
- ✓ Institutions
- ✓ Local bodies and professional associations
- ✓ Service businesses

The **format** event foresees:

- ✓ **Focus:** a plenary session with key note speakers who will look at the relationship between the world of higher education and business in terms of smoothening the transition process from university career to employment.
- ✓ **Cross Roads:** Small group meetings in order to share strategies and practices on specific subjects
- ✓ **One to one meetings:** the very Forum core. Meeting agenda between university placement teams/businesses, scheduled on the requests made by delegates in the weeks before the event
- ✓ **Expo:** Exhibition area for sponsors, institutions and service businesses

Meetings



One to one meetings

Core of the event, they make of the Forum a **unique encounter**: university career service operators and company HR managers-recruiters will have at disposition a **one to one meeting agenda to schedule online** before the event according to networking strategies. Meetings last 20 mins and may be the occasion for featuring and comparing activities setting down the basis for potential collaborations.

Cross Roads

For all attendants it will be possible to schedule small work session groups to increase interaction possibilities: 50' round tables where to meet until 8 university and higher education school or companies delegates.

Why don't arrange a cross road according to your networking requirements?
For further info, please contact our organizational secretariat.



Desmo Awards

Desmo Awards are the Forum prizes that are awarded to best placement and employer branding initiatives.

Starting on **October** participants will be able to publish on **WALL365** their submission for three categories:

- ✓ **Best Employer Branding Program** (for companies)
- ✓ **Best Placement Program** (for universities and higher education schools)
- ✓ **Best Campus Recruiting Program** (shared projects between companies and universities/higher education schools)



Delegates will directly vote through a digital poll system during the plenary session, on October 30th. Winners could then exhibit the award in every communication activity for a whole year.

Moreover, during **Virtual Fair** it will be awarded the **Best Employer** company choosed by graduates and undergraduates from Italian universities.

Forum Agenda 2012: 30 - 31 October, Bologna

Tuesday, 30th October

11.00

Focus

15.00

Official opening and Institutional greetings

16.00

Keynote Speaker

Desmo Awards

17.00

Coffee break

17.30

Roud table

19.30

Cocktail

Wednesday, 31st October

09.00 - 13.00

One to one meetings

Cross Roads

Workshop

13.00

Buffet Lunch

14.30 - 18.30

One to one meetings

Cross Roads

Workshop



Wall 365: placement social network

Wall365 is the Placement Exchange section that has been developed to **provide continuity to the Forum**: university placement teams and HR managers will have access to a platform where they can **publish advertisements**, **selecting recipients** based on user type and subject.



Wall365 has been designed to fulfill a number of requirements:



- ✓ to **make the match permanent**, going beyond the annual physical event
- ✓ to **encourage networking** between placement teams and companies
- ✓ to give public and private sector institutions that support placement activities a **new channel of communication**

Wall365 is supported by a **newsletter system** that will send a selection of the advertisements published to registered members of the online community on a regular basis.

Virtual Fair: recruiters are online

Virtual Fair is an event **dedicated to graduates and undergraduates**: a real **career day completely held on the web** with pavilions, booths and virtual interviews in video chat.

Participants will be sure to only receive **target CVs** by settled up the *Match system* before the event.



The third edition of the Virtual Fair was held on December 1st-2nd 2011, with relevant results:

- ✓ **More than 50.000** unique visitors
- ✓ **51** Companies
- ✓ **42** Italian Universities and Higher Education schools
- ✓ **8.000** video chat interviews

Save the date:
November, 29th and 30th



Virtual Fair is open to foreign universities and higher education schools who want to feature masters and post graduation courses to graduates and undergraduates from Italian universities.

Foreign Universities: why to participate

Career services will have at disposition an online booth in a dedicated pavilion, as in Forum Preview.

Participating is an occasion for:

- **foreseeing Virtual Fair among university placement initiatives** scheduled during the academic year
- **featuring masters and post graduation courses** towards attendant graduates and undergraduates
- **enhance university brand visibility** towards attendant businesses

Participating to Virtual Fair means so a great opportunity to present post graduation studies to graduates and undergraduates coming from more than 40 Italian universities. As a matter of fact, thanks to the *Match system*, Virtual Fair is becoming for all the attendant students a very valuable tool through which scouting among offered masters and courses, according on their accademic profile.

Higher Education schools: why to participate

Virtual Fair is becoming for all the attendant students a very valuable tool through which scouting among offered masters and courses, according on their academic profile. Through the online booth you will be able to:

- **feature masters and post graduation courses** and **school brand**
- share visibility together with the most prestigious Italian higher education schools
- gain **visibility towards attendants businesses**
- **scout on candidates profile before the event** even assigning a **rating** to target ones
- invite candidates to deliver the cv to the online booth
- maintain **videochat** interviews (optional)
- download **target cv** in pdf size
- download target candidates' profile **database**

Participating to Virtual Fair means so the opportunity to reach your target without moving by your offices and zeroing costs for collected cvs screening.

Moreover, Virtual Fair it will permit you to **save time**, **transfer** and **material publishing costs**.

Coaching

The Placement Exchange also aims to offer support to its various targets through a range of **coaching activities** on key issues regarding university placement teams **organization** and **placement services** for graduates and undergraduates students.

Coaching services developed by teachers and experts from the academic and business worlds are periodically maintained.



Participating at training events scheduled within Placement Exchange Coaching section, it is a **unique occasion to increase visibility towards the network** and **to strengthening your own brand** through:

- ✓ **Workshop online (webinars)** dedicated to career service operators, graduates and undergraduates students and focused on specific subjects about work world integration.
- ✓ **Conventions and accounts** dedicated to career service operators and teaching staff involved in institutional training courses and activities.

Promoters

The Placement Exchange has **two promoters with complementary skills**:



A consultancy firm with experience of initiatives involving universities and business in the fields of placement and research. The numerous initiatives it has promoted throughout have stood out for their innovation and substance. Emblema coordinates all Placement Exchange initiatives.



This agency was set up by the Conference of Italian University Principals to promote university innovation and support its 80 affiliated universities. Its role within Placement Exchange is to raise awareness among universities and define scientific contents.

For Placement Exchange management and promotion, it will be also involved **public and private institutions** who want to actively contribute to Placement Exchange success.

Thank you for your attention! For further info...

chi
quando
come dove dove
chi
perche?
perche!
quando
chi chi



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