



CAREER SHADOWING



SHOW STUDENTS HOW GREAT YOU ARE

Meet & greet students your way: we bring students inside your offices and you show them around: how is the working environment, who are the people behind it & what you do on a regular day @ the office.

GET TOP MILLENNIALS INSIDE YOUR OFFICES

We make sure that the students who get to spend a day inside your company are highly targeted based on your required profile.

LET STUDENTS SHARE YOUR COMPANY VIBE

The participants post & blog their amazing experience of working for one day in your company, so that even more students with the same profile can hear about you.

You get the most innovative Employer Branding campaign, powered by:



DIGITAL ADVERTISING
before, during, after event

- 1 month prior event advertising
 - real time online updates from cv30 team & the participants
 - 3 months after event advertising
- All via:
Social Media (Facebook, Instagram), Google ads, Youtube, direct emailing, blogs, students' associations, cv30.co
- 500.000 views



MULTIMEDIA MATERIALS
photo & video documentation

- all day photo & video shooting to document all interactions between the students & your team
- raise your employer brand awareness through fresh visual content
- you receive 50 photos & 2 edited final videos



TARGETED AUDIENCE
top students

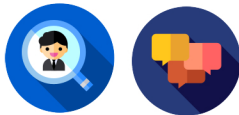
- online registered students are verified and qualified to match your required criteria
- we enable audience expansion through viral multimedia content posted by the participant students inside their networks
- 10 - 15 targeted students



CAREER SHADOWING

The process

- 1** You tell us the students' profile you're looking for (IT, foreign languages, tourism etc).



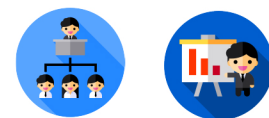
- 2** We advertise the Career Shadowing event and select students that match perfectly with your desired profile.



- 3** We make a "before" video asking both students & your company representatives about their expectations from the Career Shadowing event.



! We capture every moment & every interaction through photos & videos.



- 5** Students become "shadows" of your employees and discover how it's like to work in your company.

! Students post online real time updates.

- 4** We bring the students to your office and you present them the departments, the team and the office vibe.



- 6** We make an "after" video asking your company reps & students about their experience as compared to their expectations.

- 7** We process the photos & videos and make an advertorial about their experience.

- 8** We communicate the Career Shadowing experience via social media & direct mailing, for 3 months.

