

the **BABY SHARKS**

Young Lions Competition 2014
»Young Marketers«



BACK IN BLACK



Application Mentor

karriere.at

Career Fair



CV Coaching

Job Interview Hints

Exclusive Jobs



insert

scan

print

gain users



- Scanning of CV for “wholes”
 - Offers for completion
 - Cooperation with training providers
 - Presentation workshops
 - Case study training
 - Personality development
- (workshops, language courses etc.)*

Talent Scout

“Climb The Ladder”

*= playfully masked
Assessment Center*

- **WHO?**
 - ✓ 23- 28 yrs
 - ✓ graduates (BA, MA)
 - ✓ competitive attitude
- **WHAT?**

... **games / challenges in single or team mode testing your skills in:**

 - ✓ teamwork
 - ✓ analytics
 - ✓ creativity
 - ✓ reactivity
- **WHY?**
 - ✓ win internships (6 months) or traineeship (1 year)

“Young Alphas”

*= mentoring program
for young talents*

- **WHO?**
 - ✓ 23- 28 yrs
 - ✓ excellent students
- **WHAT?**
 - ✓ **workshops** with partner companies
 - ✓ **mentor** from partner companies
 - ✓ **exclusive internships**
 - ✓ panel discussions
 - ✓ **networking** events
- **WHY?**
 - ✓ career boosting

Career Destinator

Career Lounge
#thirstythursday



industry- sector- specific



Presence
@
Airport



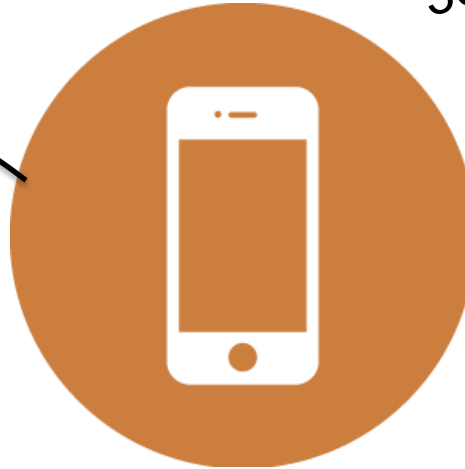
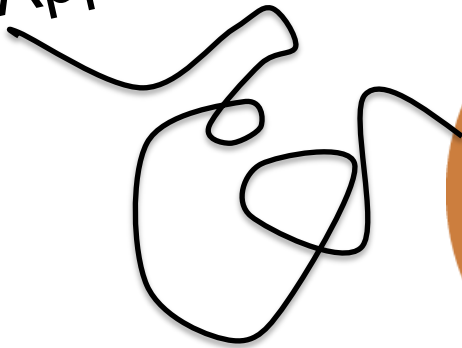
ambient marketing



increasing
brand awareness

Innovative Trainer

Job Application Training - App!



$$364 \times 58 = ?$$



How many tennis balls
are there in Austria?

For



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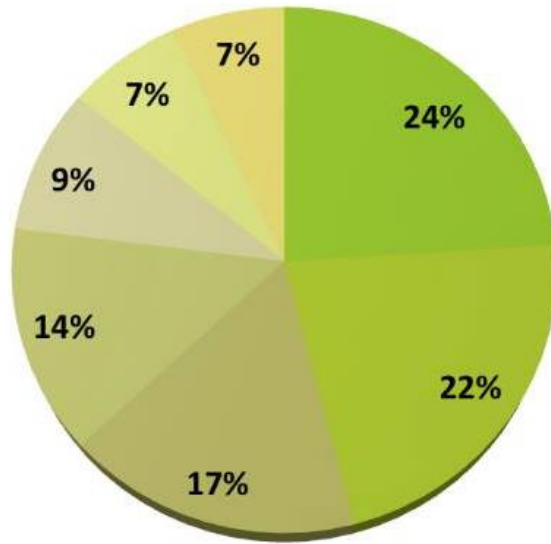
SWOT yourself!

Case Study Training

Which traffic sign
are you?



Budget & Time Line



- Airport Ambient Marketing
- 'Climb the ladder' challenge
- Skills-Academy
- Young Alphas
- Career Fair
- Application Training App
- Career-Lounge

= € 70.000

Step	To Do's	Date
1	Agency Briefing	04/14
2	• Preparation of Airport Marketing • App Development	05/14
3	• Airport Marketing Launch • App Launch • Promotion of Career Lounge	06/14
4	1st Career Lounge	07/14
5	Preparations for Young Alphas, Challenge, Career Fair, Skill Academy (Workshops, CV Scan- Feature Development)	07/14 -
6	Promotion of Young Alphas & Skills Academy	08-09/14
7	Kick-Off: Young Alphas & Skills Academy	09/14
8	Promotion of Career Fair & Challenge	09-12/14
9	Career Fair	11/14
10	„Climb the Ladder“- Challenge	12/14