

Lux Impuls GmbH

Impuls

# Human resources marketing for trainees - **Young Talent Management: more than just a campaign**

Young Talent management

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Long-term strategy for taking up contact and recruiting linked to ongoing and strategic HR development



Best Practice

Impuls

## 2 Events in 1 day -

# Job orientation event for students, Information event for parents and teachers

### Event for students.

- Trainees represent their apprenticeship
- Trainees responsible for
  - concept, preparation and organisation of the sequences and stations to try out
  - Guiding the students, presentation and explanation of their professions
- 120 students from different schools

### Event for parents/ teachers/ company clients

- Evening event
- Information about vocational education system, continuing VET and career possibilities
- Discussion round: Vocational education and business
  - Panelists: local representatives of associations, local politicians, entrepreneurs from other sectors etc.
- Networking