RECRUITING & EMPLOYER BRANDING
COMPANY & CAREER SERVICE
Dear business partners,

Are you looking for qualified staff? Do you wish to present your company as an attractive employer? Do you plan to promote your products? Then let us introduce to you our helpful brochure.

We are pleased to offer you different options for reaching suitable target groups for recruiting and branding at KIT: You will surely profit from a stand at the annual KIT Career Fair, a job advertisement on our JobPortal, an on-campus recruiting event or an excursion of our students to your company facilities.

We will also be glad to advise you on the various different possibilities in a personal discussion and to arrange an attractive offer tailored to your needs.

We look forward to a successful cooperation.

Cordially yours,

Diana Jäckel,
Kolleg. Leitung
Company & Career Service

Dr. Dennis Nitsche,
Leitung Relationship Management
Leitung Geschäftsstelle KIT-Stiftung

Julia Nowack,
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Karlsruhe Institute of Technology (KIT) is a public corporation pursuing the tasks of a state university of Baden-Wuerttemberg and of a national research center of the Helmholtz Association.

The KIT mission combines the three core tasks of research, higher education, and innovation.

STUDENTS AT THE KIT (as of the winter term 2014/15)

- Architecture: 1,001
- Civil Engineering, Geo and Environmental Sciences: 2,339
- Chemistry and Biosciences: 1,667
- Chemical and Process Engineering: 1,621
- Electrical Engineering and Information Technology: 2,051
- Humanities and Social Sciences: 1,575
- Informatics: 2,746
- Mechanical Engineering/Mechatronics: 4,660
- Mathematics: 826
- Physics: 1,421
- Economics and Management: 3,631
- Interdisciplinary Study Courses: 936
- Studienkolleg: 220
- International Department: 84

Total: 24,778 students and 3,500 postgraduates.

THE KIT HOLDS TOP POSITIONS IN CURRENT RANKINGS (e.g. Wirtschaftswoche 2014)
1st places in Computer Science, Mechanical Engineering, and Business Engineering
2nd place in Electrical Engineering

Source: Student statistics 2014/15
MODULE 1

Recruiting Events

Meet the KIT students directly on campus. Compete with other companies for the best candidates and/or present your company within an exclusive campus event.

KIT CAREER FAIR

Find your future staff by presenting your company as an attractive employer on the KIT Career Fair on campus. Meet students, post-graduates and alumni of the KIT as well as students of other Karlsruhe universities and make valuable contacts to qualified employees and skilled experts who may join your company in the future. To optimally reach your target group, please make use of our diverse theme days. We will be pleased to inform you of the main focuses of the KIT Career Fairs that take place in spring (May/June) each year.

ADD-ON MODULES

Improve your presence at the fair through a brief presentation of your company, through lectures, short interviews or an advertisement in the framework program for the KIT Career Fair.

Brief presentations: Present your company effectively in our pavilion in 15 minutes plus 15 extra minutes for answering the questions of the audience.

Lectures: Let students partake in your expertise and passion during a 60- to 90-minutes lecture.

Short interviews: Conduct short application interviews with previously selected candidates and find adequate junior staff.

Advertisements in the framework program for the KIT Career Fair: Increase the visibility of your company by placing an advertisement in the framework program for the KIT Career Fair (which has a circulation of 8,000).

READ MORE

www.karrieremesse.kit.edu
http://jobportal.rsm.kit.edu/messe/index.html
COMPANY MEETS CAMPUS

“Company meets Campus” offers exclusive campus events on career entry and career opportunities. You are invited to make use of this event series to call attention to your company’s career options and specific features.

POSSIBLE FORMATS

- Advanced workshops (project management, lean management, etc.)
- Training for applicants, assessment center trainings
- Company case studies
- Excursions of our students to your company facilities

After these half-day events, you can exchange views in get-togethers with the students and can take the opportunity to make first contacts. Do not hesitate to ask us for new formats for events tailored to your company and its specific targets.

READ MORE
www.rsm.kit.edu/recruiting-company-meets-campus

COMPANY SPEED DATING

You are invited to present your company at this exclusive recruiting event on the KIT Campus South. Twenty outstanding students will be met by you within separate 8-minutes conversations. Check the CVs of our candidates at the beginning of the event. Then introduce your company in plenary. The countdown starts once the first candidate sits down with you. Whereas he/she will try to convince you of his/her skills and personality, you will convince him/her of the advantages of working with your company. In the case of mutual interest, you may want to exchange contact details and may network with your candidates of choice at the subsequent get-together.

Company Speed Dating is offered currently for the Consulting and Automobile sectors.

READ MORE
www.rsm.kit.edu/recruiting-company-speed-dating
HIDDEN CHAMPIONS

Our “Hidden Champions” option gives you the opportunity to attract the attention of our students to your company as their future employer. Advertise your company’s various career opportunities on campus and meet lots of students. Together with three more companies, you are invited to develop and organize a workshop that will be remembered by the students for quite a long time.

In addition, your company profile will be placed for one year on our website to introduce you to our approximately 25,000 students. By combining these different measures, you will be successful in personnel recruitment and branding at KIT.

READ MORE
www.rsm.kit.edu/recruiting-hidden-champions

APPLICATION PHOTO SHOOTING

Each term, the KIT Career Service organizes a professional on-campus application photo shooting. We invite you to be our partner and present your company, meet students and support their application by sponsoring the photo shooting. Your company will have a stand in the event and will be announced on our website with a logo. Besides, you have the opportunity to offer checks on application documents during the event. The application photo shooting takes place twice per term and three times within the KIT Career Fair.
RESEARCH IN CVS
Our research-in-CVs option gives you easy, rapid access to the profiles and CVs of interesting candidates you may want to recruit for your company.

COMPANY PROFILES
You are invited to give our students and alumni a structured overview of your company, its career opportunities, and application conditions on a full page of the Career Service website. In addition, a link to your company profile will be shown in your job advertisements on the JobPortal to increase the visibility of your company.

EXTERNAL EVENTS
You are encouraged to express the uniqueness of your company in our External Events section. Make sure to place your external events and in-house activities in our calendar of events and on the KIT Career Service Facebook page.

SUPPORT PROGRAMS
We will be glad to publish your in-house support programs (e.g., trainee programs) on the students page of the KIT Career Service.
You are invited to strengthen the image of your company and your attractiveness as an employer through our employer branding measures.

**KIT CARD**

How about making your company known by designing the back of KIT’s multifunctional student card. The KIT Card is used by our students throughout their studies as payment, access and library card, and as term ticket.

**YOUR ADVANTAGES:**
- Direct contact with the students through your advertising message on the back of the KIT Card
- Frequent contact to the students through multiple KIT Card uses
- Long-time contact to your target group through use of the KIT Card throughout studies (six years on the average)

**KIT DAYPACK**

At the beginning of the term, beginners are given a daypack as a welcome present. The KIT daypack contains information material about the KIT as well as gifts and giveaways from different companies. About 4,500 daypacks are distributed each academic year. They are given to beginners, to exchange students, and new trainees and are sold to interested students, alumni, and KIT staff members.

**YOUR PRESENCE:**
- Logo
  - on a rubber zipper of the daypack
  - on the outside of the daypack
- Presentation of your company inside the daypack through a printed medium and a giveaway (ball pens, pencils, writing pads, etc.)
- Information stand on campus on one of the days of daypack distribution
KIT HYDROGEN BUSES

Since 2013, the KIT has been contributing to the development of a hydrogen infrastructure for sustainable energy use and mobility in Baden-Wuerttemberg through operation of two nonpolluting fuel cell buses and a hydrogen service station. The hydrogen buses are used every day by the KIT students and employees to shuttle between Campus North, Campus South, and Campus East. With more than 80,000 users annually, the buses are solidly established at KIT and provide a high degree of visibility to your company in road traffic.

You are invited to become a sponsor that presents itself on the KIT busses shuttling between the KIT campuses and the city of Karlsruhe.

YOUR PRESENCE:

- Logo
  - on the outside of the bus
  - on a sponsor board at the hydrogen service station
  - on the website of the KIT hydrogen bus
- Advertising space inside the bus (logo, flyers display, posters)
SPONSORING AN AUDITORIUM

We invite you to name one of our auditoriums after your company.

As sponsor of an auditorium or lecture room, you will attract the attention of the students already during lectures. Together with you, we will choose a suitable auditorium or lecture room. Your dedication and commitment will be made known via our communication channels. Please do not hesitate to make use of auditorium branding in addition for:

IMAGE IMPROVEMENT

You are invited to profit from a positive image transfer as socially committed company and from lectures in “your own” auditorium.

RECRUITING

We encourage you to present and position yourself as an employer and as partner of the KIT and reach our 25,000 students.

PUBLIC RELATIONS

The name of your company will be made known via our communication channels. You are invited to introduce your company to the KIT students, staff, and guests through your logo in front of the lecture room or auditorium.

YOUR PRESENCE:

- The auditorium is named after your company (the name appears in the schedule of classes and in the calendar of events)
- Your logos and information signs are attached to the building
- The auditorium is presented on www.rsm.kit.edu/hoersaal-branding

Use of the auditorium for company events once a year.
MODULE 4
Advertising on Campus

You are invited to address 25,000 KIT students and 9,000 KIT employees on campus.

FLYERS AND INFORMATION STANDS

Draw attention to your company through advertising activities. Please do not hesitate to ask us for your possibilities, from leafleting to information stands, on Campus South and Campus North.

BANNER AND POSTER ADVERTISING

We invite you to place your banners and posters in the departments and auditorium foyers of your choice and address your target groups directly.

YOUR ADVANTAGES

- Selection from various advertising spaces for addressing your target group.
- Announcement of your company’s career opportunities, services, and products among the KIT students and staff
- Precise addressing of students from selected branches and disciplines of study
- Attractive discounts when booking several advertising activities or spaces at a time or for a longer period of time.
Your advertising will increase the presence of your company among our students.

PROGRAM OF TERM EVENTS
At the beginning of the term, all of our 25,000 students are emailed the Career Service’s Program of Term Events. In addition, the program is available as printed version (circulation: 3,000 copies) at the office of the KIT Career Service and at central points on campus and can be downloaded on the website of the Career Service (www.rsm.kit.edu/downloads/Semesterprogrammheft.pdf). The Program of Term Events lists all Career Service events of the respective term and general advice and suggestions as well as contacts relating to application and career entry. In addition to having your Company-meets-Campus event, you are recommended to book a full-page advertisement to present your company for the period of one term.

KIT CAREER FAIR FRAMEWORK PROGRAM
The framework program of the KIT Career Fair is published each year about one month before the fair and informs the students about the participating exhibitors and the supporting program before and during the fair. You are invited to book a full-page advertisement to present your company. The KIT Career Fair framework program has a circulation of 8,000 copies. The supporting program is also available online before and during the fair.
MODULE 6
Event Sponsoring

You are invited to be a partner with our central events and profit from the advertising impact on the specific event target groups.

OFFICIAL BEGINNERS’ WELCOME

Join us in welcoming about 4,500 beginners each year in October at the KIT. Our official beginners’ welcome event is attended by the new first-term students and their family members. During the event, very committed students, in addition, are traditionally awarded prizes by the Presidential Committee of KIT.

You are invited to establish first contacts with the new students and introduce your company, its services and products by means of an information stand and attractive advertising spaces.

YOUR PRESENCE:
- Information stand in the foyer
- Roll-ups or posters
- Company logo
- on the first slide of the opening session
- on food and beverage vouchers
- on the registration website and registration confirmation
- on the KIT beginners’ welcome website
- in the credits of the beginners’ welcome video
At the KIT Children’s University, research is made lively and accessible to children through interactive workshops with various appropriate experiments as well as with diverse pedagogically evaluated lectures.

The Children’s University intends to excite young “students” aged six to fourteen about the different areas of research and to arouse their interest in scientific and technical issues. Approximately 10,000 children attend each year during summer vacation.

We encourage you to support the KIT Children’s University as one of the largest and most established organizations of its kind in Europe. Your support will essentially contribute to out-of-school education of children and youths.

YOU MAY CHOOSE FROM DIFFERENT OPTIONS:

As supporter
- Support the KIT Children’s University through a donation

As sponsor
- Information stand in the lounge at the opening fair
- Company logo
  - on the first slide of the opening session
  - in the KIT Children’s University video
  - on the program flyers
  - on the posters
  - on the website of the KIT Children’s University

CORPORATE DONATIONS:
Deutsche Bundesbank, Filiale Karlsruhe
IBAN: DE 57 66 0000 0000 6600 1508
BIC / SWIFT: MARK DE F1660
Verwendungszweck (Purpose):
“PSP-Innenauftrag: 02002600061 - Spende für Kinder-Uni” (Donation for Children’s University) & “Your address”
KIT ANNUAL CELEBRATION

The KIT Annual Celebration takes place each year in spring. It networks science, politics, and industry and establishes a unique communication platform. After the official program on stage, guests are invited to get together in topical lounges creating an exclusive atmosphere for meetings and in-depth conversation. The lounges are supported by specific departments and institutes of the KIT.

We invite you to present your company as a strong partner of the KIT. Establish contacts with approximately 500 deciders, multipliers, and opinion leaders from industry and politics as well as with professors, researchers, and executive staff of the KIT.

YOUR PRESENCE

- Lounge for exclusive presentation of your company
- Mention of sponsors in the opening speech
- Staff admission tickets
- Logo
  - on the first slide of the opening session
  - in the program
  - on the website
KIT OPEN DAY

Every other summer, the KIT presents itself to the public with an open day event. The event takes place alternately on the three KIT campuses (Campus South, Campus North, Campus East) in the area of Karlsruhe. The institutes on campus introduce themselves and give interested visitors an insight into research, education, and innovation at one of the world’s largest research and teaching facilities.

We encourage you to use the opportunity and become sponsor of the open day event at KIT. Present your products, ideas, and services through a company information stand on space inside or outside the central venues. Position your company at the same time as an attractive employer and take the opportunity to establish contacts with the KIT students and postgraduates. Please do not hesitate to ask for further details on events of your interest.

YOUR PRESENCE
- Information stand on the open-day campus
- Advertisement in the open-day program
- Posting of a banner
- Logo
  - on our open-day website
  - in the open-day program
  - on banners on bridges
SERVICES EXCLUSIVELY FOR BUSINESS PARTNERS

Our services and projects can be booked individually and be selected freely. However, a package of specific services tailored to the needs of your company will ensure optimal visibility.

We will be glad to support you in planning and implementing your recruiting campaigns and make recommendations ensuring your optimum presence on campus.

COOPERATION PACKAGES

Booking services from at least three modules of your choice will make you a business partner entitled to receiving various exclusive services:

- You will become an official business partner of the Company & Career Service
- Your logo will be present
  - on the student page of the KIT Career Service www.rsm.kit.edu/partner-foerderer
  - in the Program of Term Events of the Career Service reaching 25,000 students once per term
  - in the KIT Career Fair framework program (which has a circulation of 8,000 copies)
- As our business partner, you will be the first to be offered our much sought-after venues and advertising spaces
- A cooperation amount of 5,000 euros entitles you to a discount
- Representatives of your company will be invited to the KIT Annual Celebration
FIVE REASONS FOR YOUR COMPANY TO DEDICATE ITSELF TO CROWDFUNDING:

- As a supporting company, you are in step with scientific innovation. You are the first to be informed about new economically relevant technological developments at KIT.
- By helping to exploit unused potentials of technological products and services, you make a valuable contribution to economic development.
- By helping motivated and courageous students to realize their ideas, you contribute significantly to society.
- Depending on your company’s amount of funding, you will receive individual rewards that may even consist in product prototypes.
- As project sponsor, you will be the first to be informed about the progress of “your” project.

CROWDFUNDING AT KIT

Are you interested in the current developments at KIT? Are you excited by trendsetting ideas and projects? Do you want to assist dedicated staff in starting projects? Then you are invited to support our projects on KITcrowd.

SUPPORTING PROJECTS ON KITCROWD

The platform www.kitcrowd.de shows innovative projects and spin-offs with technological background in the field of “Technology & Launching”. Projects within the field of “Campus & Community” are dedicated to supporting our students, academic life on campus, and research and education. Companies and private persons giving financial support can help to put ideas into practice. In the case of success, the sponsor will receive an individual reward, for example a product prototype. KITcrowd serves as a meeting platform for those starting and supporting new projects.

UNIQUE FEATURES OF KITCROWD

OUR CROWD

In addition to its students and its staff, KIT boasts of a unique network of alumni, friends, and sponsors as well as industry contacts. Our crowd covers all areas of science, industry, and society.

THE LEVER EFFEKT

For selected KIT projects with technological background, KITcrowd prior to the project start grants the option to leverage or co-finance the funds raised by crowdfunding when a certain funding sum is reached.

PARTNER PLATFORMS

KITcrowd basically relies on crowdfunding through donations and sponsoring. To be able to implement further options such as crowd investing, the KIT cooperates with external partner platforms. Projects on partner platforms are managed throughout by the respective business partners.
DEUTSCHLANDSTIPENDIUM (German Scholarship Program)

The KIT participates in the Deutschlandstipendium. Will you join in? By means of the Deutschlandstipendium, the KIT can reward and promote particularly committed and outstanding students. We invite you to take part.

The Deutschlandstipendium is financed by private sponsors, industry, and the Federal Government. Donations made by private persons, foundations or companies are doubled by the Federal Government.

We invite you to profit from the KIT selection procedure, which is unique throughout Germany. Since students name the sponsor of their choice already during application, you can be sure that the scholarship holder is interested in your company.

"At Porsche AG, highly trained and dedicated junior staff are the basis for the continuous development, manufacture, and sale of exclusive cars. We always strive to best possibly support young talents in their careers. For several years, we have therefore been supporting students from different programs within the Deutschlandstipendium. Our young-talent promotion activities intend to financially support outstanding students, give them a deeper insight into the Porsche working world, and attract them to our company at an early stage."

Konstanze Marinoff,
Leiterin Personalmarketing der Dr. Ing. h.c. F. Porsche AG
The KIT Foundation stands for the philanthropic commitment of KIT. We will assist your company in supporting excellent research projects, innovative education concepts, and outstanding junior scientists. The KIT foundation exclusively and directly pursues nonprofit purposes and uses its funds only for statutory objectives.

YOUR COMMITMENT TO THE KIT FOUNDATION WILL HELP TO SUPPORT:

- Endowed professorships and junior research groups
- Scholarships for students and doctoral students
- Science awards, for example for excellent doctoral theses
- Science for children: KIT School Laboratories and KIT Children’s University
- … and various other projects

Please do not hesitate to contact us to find commitment opportunities that suit your company.
We look forward to hearing from you. Please do not hesitate to contact us should you have any questions.

**Company & Career Service**
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**FURTHER CONTACTS**

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