

# DSE Focus Fridays

What is DSE Focus Fridays?

Introducing the DSE Focus Fridays – an innovative opportunity for your company to engage with prospective talents in a relaxed and intimate setting. Collaborating with DE-Klubben, a popular Friday-Bar at Aalborg University Campus, DSE offers a distinctive platform for your company's presentation amidst the vibrant atmosphere of the Friday-bar. Following the presentation, there will be dedicated time for informal interactions and networking with the students.

## Why should you participate?

- The unique possibility to meet students centered around one field of study in an intimate setting.
- Advertising at campus through posters and social media to attract students to the different nights. You just have to show up at the given night.
- Network with the students in a relaxed environment and complete the first screening process for one of your job openings.

- » As a participating company, you will receive 100 Beverage Tickets, empowering you to engage with students at your discretion. This flexibility allows you to create a unique and personalized experience for the attendees, fostering a less formal and more intimate environment. This setting facilitates a seamless connection with the future graduates who are relevant to your company.
- » Furthermore, this event provides an exclusive opportunity for your company to distribute merchandise or share pertinent information that captures the interest of the students. By leveraging the DSE Focus Fridays, you can establish a meaningful connection with potential hires in a way that goes beyond traditional recruitment settings. Join us in creating a memorable and impactful presence at this one-of-a-kind event.

# DSE Focus Fridays

Cancellation deadline	4 weeks prior to event date
Date	Week 8 - 21, 2024
Location	Aalborg University
Average visitors per evening	~100
Price	10,000 DKK excl. VAT

When buying this product a two-sided spread in our Pejling catalogue is included  
The deadline for being included in Pejling in the Autumn is August 12, 2024

DSE Focus Fridays at Aalborg University runs most of the spring semester. You as a company will usually arrive at between 16:00 - 17:00 and have time to prepare for your presentations in the space assigned to you at friday bar.

When the presentation is over, the friday-bar will provide your company representatives with 100 “beverage tickets” for distribution to the students at the bar. This will give you unique opportunity to talk with students and get to know potential employees better in a less formal setting. The tickets can be exchanged in the bar for water, soda, beer or any other beverage available at the bar. How you choose to distribute these tickets are up to you. You might wanna do it by sitting down with students for drink, or by challenging them to a boardgame.



# DSE Focus On Tour

Instead of attending the Focus Fridays, you can choose to host a Focus On Tour for the same price. If you choose this version of the Focus Night, we will arrange a tour for students to be shown around your company site.

The duration of the visit is determined by the hosting company, but DSE recommends a 2-3 hour visit, depending at the structure. At the Focus On Tour your company is responsible for the program and events, giving you a high degree of flexibility regarding what you want to present to the students. DSE recommends DSE can also offer to arrange a tour by bus to your location, if needed. This service will be charged separately. Focus events are free of charge for all participating students.

## Why should you participate?

- An opportunity to target with interest in your company.
- Advertising at campus through posters and social media to attract relevant students to your company.
- A great opportunity to present your company's facilities and assess students through a small case competition on site, relevant to your field.



# DSE Focus On Tour

Cancellation deadline	6 weeks prior to event date
Date	Week 14 - 15, 2023
Location	Your facilities
Average visitors per evening	40
Price	10,000 DKK excl. VAT

When buying this product a two-sided spread in our Pejling catalogue is included  
The deadline for being included in Pejling in the Autumn is August 12, 2024

DSE Focus On Tour at Aalborg University takes place in April. There are 2-3 nights in total. This is an exclusive chance for your company to showcase its facilities and company sites to the students of Aalborg University. DSE will help facilitate not only the visit, but will also assist you in setting up an interesting case, relevant for the the students and yourselves. This will provide you with ample opportunity to scout talents and competencies in the visiting students.

The students will usually arrive around 17:00. We recommend a showcase of facilities and offices, a quick presentation and then a case competition.

