



ATTRACTING YOUNG PROFESSIONALS

WHAT KIND OF PRIMARY AND SECONDARY
EMPLOYMENT CONDITIONS ARE VITAL TO
BOLSTER EMPLOYEE ACQUISITION?

EUROFM INTERNATIONAL AUTUMN SCHOOL FACILITY MANAGEMENT

14-18 October 2024,
Heerlen, the Netherlands

Zuyd University of Applied Sciences &
European Facility Management Network

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 **EUROFM**
RESEARCH • BUSINESS • EDUCATION



INTRODUCTION

Zuyd University of Applied Sciences is an (international) higher education institution with about 14,000 students. It is situated in the south of the Netherlands. One of the university's locations is in Heerlen, just 20 km from Maastricht and Aachen (D). Each year in October, Zuyd University, as a EuroFM partner, organizes a successful international week with more than 180 students participating.

Reasons for taking part in this international week vary per student, but they might include: expanding your knowledge, improving your English, increasing your confidence, receiving EC's, experiencing a new culture and/or just having some fun during, for example, the party that will be organized by students of Zuyd University. This year, the question of the international week is as follows:

How can VebeGo Facility Solutions attract young professionals regarding primary and secondary employment conditions, in which work environment plays a central role?

For over 30 years, VebeGo Facility Solutions has been helping organisations to manage, optimise and make their facility organisation more sustainable. To keep doing this, attracting talent is essential. How can you distinguish yourself as an employer? Through the communication channels you use? Or more so in the working environment you can offer? Moreover, does it matter whether you recruit in Germany, Switzerland, Belgium or the Netherlands?



PROGRAMME

The programme takes place over five days and includes an evening activity on the first day:

14 October (10.30-01.00 h.) kick-off, project work and welcome party
15 October (10.30-17.00 h.) inspirational lectures and project work
16 October (09.00-17.00 h.) inspirational lectures and project work
17 October (09.00-17.00 h.) final feedback coaches and project work
18 October (11.00-15.00 h.) presentations project groups and wrap-up.
Please note: this schedule is subject to change.

The international week contains:

- Keynote lectures by field experts
- Dinner plus party on the first day
- International get-together
- Project assignment by international facilitator Vebego (vebego.com/en)
- Interior design, future skills and creativity
- Working in small (max. 6-8 students) intercultural groups
- Prize for the team members of the winning group.



LOCATION, COSTS & SIGN-UP

Location

Nieuw Eyckholt 300
6419 DJ Heerlen
The Netherlands
<https://international.zuyd.nl>

Costs

Students (or their universities) are required to pay for their own travel, housing and living costs. Participating in the programme is free. For tips on affordable accommodation or student housing you can contact our Consultant External Relations Marianka Hollander at marianka.hollander@zuyd.nl.

Sign-up

Are you enthusiastic about joining the EuroFM International Autumn School? Contact your education coordinator/internationalisation officer or a lecturer within your program. They can sign you up by directly submitting the names and contact details of their students to marianka.hollander@zuyd.nl. Don't wait too long because the maximum number of participants is 190 students.

Please observe that Zuyd University would like to have received the students' applications **before October 1st, 2024**.