



BETA BUSINESS DAYS 2022

March 9 & 10

Stichting Beta Bedrijvendagen
board@betabusinessdays.nl

Nijenborg 7
9747 AG Groningen

www.betabusinessdays.nl



*A great opportunity
for your company
to get in touch
with students from
different beta
studies!*



General info

Upcoming year the 35th edition of the Beta Business Days will take place at the MartiniPlaza in Groningen on the 9th and 10th of March. Science- and engineering-based companies are invited to join this event to get in contact with ambitious beta students from the University of Groningen. At this unique two-day event, career-oriented students will be given the opportunity to focus on their future job market via e.g. presentations, individual company talks, challenging cases or a business expo.

Audience

The Beta Business Days mainly focuses on students that are affiliated with the Science and Engineering Faculty of the University of Groningen. This event is mainly intended to establish contact between ambitious students and companies in their field of study. The target audience consists of over 7000 bachelor, master, and PhD students who are orienting on their career perspectives or looking for graduation projects or internships.

Packages

The Beta Business Days offers three packages for companies that enable them to make new, valuable and personal contact with students.

The standard packages consist of either 1, 2 or 3 modules. The modules are either open for all students or a CV selection is included. All possible modules with a short explanation are presented below. Feel free to contact our Business Relations for more information!

Participating studies

- Applied Mathematics
- Applied Physics
- Artificial Intelligence
- Astronomy
- Biomedical Engineering
- Chemical Engineering
- Chemistry
- Computing Science
- Ecology and Evolution
- Industrial Engineering & Management
- Life Science and Technology
- Mathematics
- Medical Biology
- Pharmacy
- Physics
- Supply Chain Management
- Technology & Operations Management



- MODULE POSSIBILITIES -



Business Presentation

The Business Presentation is a good opportunity to introduce your company to interested students. The content of this presentation is completely up to the company's own interpretation. It takes place in a separate room and lasts approximately 45 minutes.



Business Speeddate

During the Business Speeddate session your company gets the opportunity to talk to many students individually. The students rotate between companies every 10 minutes. In these 10 minutes your company can get a clear view of what different students have to offer. The Business Speeddate will be organized if there are enough interested companies.



Company one-on-one

A Company one-on-one allows for personal contact with students that are specifically interested in your company. Because of the personal aspect, the student gets a clear view of the company and the company can assess extensively what the student has to offer, possibly leading to recruitment for internships or jobs.

Business Expo

The Business Expo is a company fair that creates the opportunity to draw the attention of many students. Your company will be present with a stand, creating an informal atmosphere to interact with the students. The Business Expo takes place from 15:00 to 18:00.



Business Case

During a Business Case, your company gets the opportunity to present a group of students with a challenge, for example a problem that is encountered within your company. The students will then have approximately three hours to deliver a solution. With a Business Case, your company can get a good view of the students' way of handling a practical problem. This process gives the company the opportunity to encounter suitable students for internships or even jobs.



High Tea

Whilst enjoying a high tea that lasts an hour and a half, your company gets the perfect opportunity to informally get in close personal contact with multiple students that are interested in your company.

-INCLUDED-

> Networking drinks

> Promotion

- **Company profile and logo on the Beta Business Days website.**
- **Logo on posters and flyers.**
- **Promotion material in goodie bags.**
- **Social media promotion.**

Supplementary content

Alongside the chosen modules, there is supplementary content that the Beta Business Days offers for every package. This content includes a networking drink, which is hosted after the scheduled modules on both days from 17:00. All companies and students are invited to stay, providing another opportunity for your company to generate brand-awareness and create personal contact. Promotion is also included in all packages. The standard promotion package that is provided is shown on the left. If your company wishes to add more promotional content, do not hesitate to discuss options with our Business Relations!

- PERSONAL CONTACT -



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- GENERAL CONTACT -

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