



BETA BUSINESS DAYS 2023

February 20 & 21
MartiniPlaza
Groningen

Stichting Beta Bedrijvendagen
board@betabusinessdays.nl

Nijenborgh 7
9747 AG Groningen

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“ An opportunity
for your company
to get in contact
with students from
different beta
related studies! ”

General info

Upcoming year the 36th edition of the Beta Business Days will take place at the MartiniPlaza in Groningen, on the 20th and 21st of February. Science-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 interviews, challenging cases, and a business expo.

Audience

The Beta Business Days specifically 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 Ph.D. students who are orienting on their career perspectives, looking for graduation projects or internships. The Beta Business Days also gives freshmen and sophomores the opportunity to join the event.

Packages

The Beta Business Days offers three different packages that generate the possibility to make new, valuable, personal contact with students. The packages consist of core and additional modules. Some modules contain a resume selection. All possible modules are shown below. Feel free to contact our business relations for more information!



Participating studies

- (Applied) Mathematics
- (Applied) Physics
- Artificial Intelligence
- Astronomy
- Behavioral and Cognitive Neurosciences
- Biology
- Biomedical Engineering
- Biomedical Sciences
- Biomolecular Sciences
- Chemical Engineering
- Chemistry
- Computing Science
- Ecology & Evolution
- Energy & Environmental Science
- Human-Machine Communication
- Industrial Engineering & Management
- Life Science & Technology
- Mechanical Engineering
- Molecular Biology
- Nanoscience
- Pharmaceutical Science
- 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 own interpretation. It takes place in a separate room and should take 45 minutes.



Business Speeddate

During the Business Speeddate session, students rotate every 10 minutes to a new company. In these 10 minutes, you can get a clear view of what these students have to offer. Business Speeddates will only be organized if there are enough interested companies.



One-on-one

A personal interview allows contact with students that are specifically interested in your company. These interviews provide the possibility to recruit students directly for an internship or job at your company.



* Modules with this icon include a resume selection.



Business Expo

The Business Expo is a company fair with the opportunity to draw the attention of the students to your company. A stand creates an informal interaction between the students and your business. The duration is set to 2 hours.



Case

During a case you get a good view of the participating students' way of thinking and working capacities. In a case you can present relevant examples of problems employees of your company encounter. Students will try to deliver a solution in approximately two hours. This process gives you the opportunity to encounter suitable students for internships or even a job.



High Tea

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

- CORE CONTENT -

> **Networking drink**

> **Promotion**

- > **Company profile and logo on the Beta Business Days website.**
- > **Logo on posters and flyers.**
- > **Promotion material in goodie bags.**
- > **Instagram or Facebook story takeover or post.**

Content

On both days at 17:00, the networking drink starts. All companies and students are invited to stay for the network drink. The promotion will help you to gain brand awareness among science students in Groningen. It allows your company to be promoted by advertisements and promotional material. If you wish to add more options to this package, please contact our business relations.

- PERSONAL CONTACT -



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- GENERAL CONTACT -

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