

Recruiters bank on innovation to attract students at the EDHEC Forum 2012

January 2012 - Businesses gave vent to their innovative capabilities, enthusiasm and high degree of implication with EDHEC during the EDHEC Forum 2012, EDHEC's flagship recruitment fair that brings employers into direct contact students. This year's event, held in Paris on 6 January, once again demonstrated the extent to which EDHEC graduates play a central role in employers' recruitment policies.

All in all, some 1,300 students from the five campuses (Lille, Nice, Paris, London, Singapore) headed to the Espace Champerret in Paris for EDHEC's flagship recruitment fair on Friday 6 January. Students were eager to meet the 122 businesses present, initiate links and obviously to be hired.

All businesses made great efforts to attract students, whether via creatively-designed stands or by manning stands with enthusiastic teams. The common thread was their high degree of implication with EDHEC and their desire to attract the School's future graduates... Unilever created a mock apartment, Société Générale set up a number of iPads to handle applications directly, Ubisoft made no secret of its sentiments with a *"Ubisoft loves EDHEC!"* banner, while others such as Leroy Merlin, opted to man their stand with a highly-enthusiastic team, many of whom were former EDHEC students. Whatever the recipe, the results were plain to see: the more direct and immediate the contact, the more EDHEC students the recruiters managed to attract!

For businesses, the EDHEC Forum provides the opportunity to strengthen their partnerships with EDHEC, invest in a long-term commitment and recruit future managers both in France and abroad from a pool of EDHEC talent, combining the qualities of efficiency and versatility, and capable of being operational in a short space of time. More precisely, the EDHEC Forum gives employers the chance to meet students and discuss their company and business with potential recruits.

This year's event was a big success for EDHEC, with the 122 exhibiting businesses offering work placements, jobs, international internships through France's VIE scheme, graduate programmes and apprenticeships. All these opportunities had no shortage of takers, with students having prepared for the Forum in depth, by targeting companies matching their career plans, fine-tuning their CVs and brushing up their relational skills.

CONTACT PRESS

Aurore.denys@edhec.edu

About EDHEC

The EDHEC Group was formed to train students and company executives in leading projects and teams within a multicultural environment. The Group provides an entire range of educational programs intended to cover the full panoply of a company's needs. Its extensive international curriculum has drawn students from across the globe. Over 6,000 students and 10,000 managers are currently attending classes and seminars at the Group's 5 locations in Lille, Nice, Paris, London and Singapore. As part of its international development strategy, the Group has undertaken an innovative corporate research policy built around research clusters.

More information is available on the EDHEC Group's website: www.edhec.com