Targeted recruitment based on mega trends and personal invol
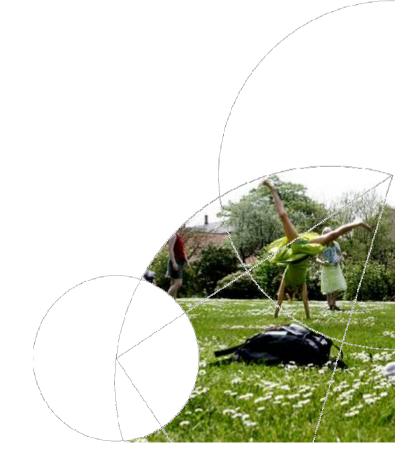
Jacob Søby Bang
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Agenda

What should we do in order to be perceived and experienced as attractive to the young generation?

1) The target group

2) The decison-making process

3) A strategic approach to recruiting students

The target group

Who are they?

The young people born between 1987 and 1997. That is the people who are between 13 and 23 today.

The net generation

Ten characteristics of the Net Generation

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10) The Net Gen want the latest

The decision-making proces related to choosing an education is complex

- To influence the network surrounding the young people, we need to target the Baby Boomer generation through newspapers, TV and radio.
- To target the Net Gen themselves, we have to use all other kind of media – especially we have to involve

Examples of a strategic approach to recruiting students

A) We are coordinating messages, integrating our communications and are trying to live out our motto: Bring Your Ideas to LIFE

B) We are addressing several stages of "readiness" within our target groups

Increase their interest

Provide them with information

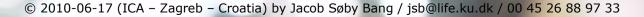Make them change attitude

Make them act

C) We are working strategically with four phases:

Pre-recruitment

Recruitment

Rentention

Confirmation

Thank you very much ...

Learn more at Life.ku.dk/LIFEinternational