

INDUFORUM 2013



Apríl 3-4, 2013

ESCUELA TÉCNICA SUPERIOR DE INGENIEROS INDUSTRIALES.
POLITÉCNICA DE MADRID



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1. Induforum 2013:

➤ THE FAIR

From the School of Industrial Engineering of the Polytechnic University of Madrid, we students promote a job fair that offers a unique opportunity for the meeting between companies and their future professionals, INDUFORUM.

This event is also a showcase of reference for industry leaders. Leading companies from branches ranging from technology and energy to finance and consulting already counted on us.



	2010	2011	2012
Participating Companies	36	46	53
Companies on our Website	2	NA	31
Group Dynamics	---	6	11

The fair's impact increases significantly in each edition, as shown in the table.

➤ ORGANIZATION

The responsibility of organizing the event falls on a committee of 50 students, selected from different degrees and close to graduation.

Committee members are seeking substantial improvements for this edition in order to make INDUFORUM a true reflection of the potential and prestige of the students of the School.

❖ In just two years, the number of **companies** attending the fair has **increased by 45%**. Therefore, the Organizing Committee is considering the option of extending the event to Friday, April 5th.

❖ **About 50%** of the participating companies prefer a **personal approach on students**, requesting to work with smaller groups.

❖ **More of 50%** of companies settles on our ability to reach students through **various forms of advertising**.



➤ GOALS

INDUFORUM 2013 is strongly committed to **quality**. Quality that is projected to the whole organization and activities in the fair, and therefore our main targets are:

- ✓ An opening to students of *early grades* so they get to know the reality of their future careers, they can have a first approach on companies and they can get baseline information to **guide their future**.
- ✓ To bring companies closer to senior students so they can choose which one best suits their profile and they can **make the leap to the labor market** unfolding their potential.
- ✓ To encourage companies to recruitment, displaying their image and appeal against their competitors in order to find the **professional profile sought**.

➤ PRESTIGE

Since its origin in 2005, INDUFORUM continues to progress in each edition and increasing its relevance in the labor work through a number of characteristics that make it unique and different from other fairs:

- ✓ The participation of future professionals with extraordinary skills and abilities acquired in the **best Spanish School for Industrial Engineering**, according to “El Mundo” (largest digital newspaper in Spain).
- ✓ The trust of **leading companies in each sector**, whose presence we count on year after year.
- ✓ The **media resonance** involving the presence of personalities from public and private supporting the fair.
- ✓ The possibility of contributing to a **Charity Project** whose aim is to provide technical **training to unemployed people** and those **at risk of social exclusion** within the Madrid Area. It shall be financed wholly with benefits from the fair.
- ✓ The point of being the only job fair organized by the students themselves.



2. The School:

With over 4,500 students, the School of Industrial Engineers of Madrid (ETSII) has been training professionals continuously since 1901, which has led her to become a reference center for higher studies in Engineering at both national and international level. Since 1971, the ETSII is part of the Polytechnic University of Madrid.

The School is situated at José Gutiérrez Abascal 2, next to the Paseo de la Castellana. It is located 200m from the transport interchange of Nuevos Ministerios and 100m from the metro station Gregorio Marañón, that make this School a privileged location in the heart of Madrid.

One of the main reasons for the success of this institution is the set of values that ETSII inculcates in its students since they enter the School until they leave towards the workplace.

➤ **Mission for the 21st Century**

To prepare highly qualified professionals with wide-ranging abilities to generate, integrate and apply scientific, technological and business knowledge in the industrial field, in order to contribute to the economic and environmental development of society.

➤ **Official degrees:**

The center has more than 4,500 students distributed in the following degrees:



OFFICIAL DEGREES:

- Bachelor on Industrial Technologies
- Bachelor on Chemical Engineering
- Industrial Engineering (9 specialties):
 - Electrical Engineering
 - Civil Engineering
 - Mechanical Engineering
 - Manufacturing
 - Materials
 - Environmental Engineering
 - Energy
 - Industrial Organization
 - Automation and Electronics
- Chemical Engineering
- Industrial Management Engineering
- Automation and Industrial Electronics Engineering

13 Official Postgraduate Degrees:

- Master in Automation and Robotics
- Master in Nuclear Science and Technology
- Master in Economics and Innovation Management
- Master in Industrial Electronics
- Master in Electrical Engineering
- Master in Mechanical Engineering
- Master in Organization Engineering and Industrial Management
- Master in Seismic Engineering: Soil and Structural Dynamics
- Master in Laser Technologies
- Master in Acoustics Engineering
- Master in Chemical Engineering
- Master in Environmental Engineering
- Master in Energy Engineering



➤ **Accreditations:**



The Industrial Engineering (MS) program is accredited by the Engineering Accreditation Commission of ABET. This commission in the U.S. accredits University and School study plans in applied science, computing, engineering and technology. It has over 70 years of experience in assuring the quality of higher education. The ABET accreditation assures that the School or University study plan meets the quality requirements set for the profession for which their students are being prepared. For example, an accredited engineering study plan must meet the quality standards of the engineering profession.



AGENCIA NACIONAL DE EVALUACIÓN
DE LA CALIDAD Y ACREDITACIÓN

The School also has the seal of quality from the ANECA AUDIT, the National Agency for Quality Assessment and Accreditation, a state foundation that aims to contribute to improving the quality of higher education system through evaluation, certification and accreditation of teaching, teachers and institutions.

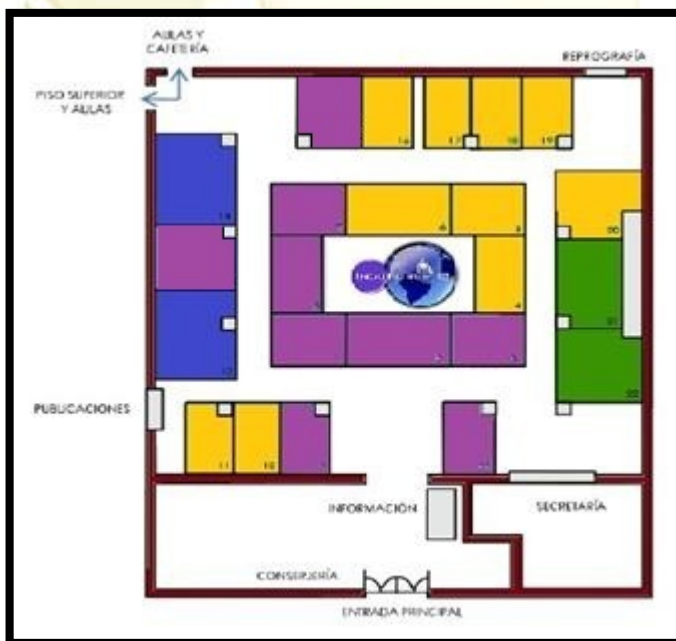
**Key values to success inculcated at
ETSII:**





- Ability to adapt
- Pursuit of excellence
- Experience
- Critical spirit
- Effort
- Vocation to serve society
- Professionalism of human resources
- Integrity
- Ingenuity and creativity

3. Participation modalities:

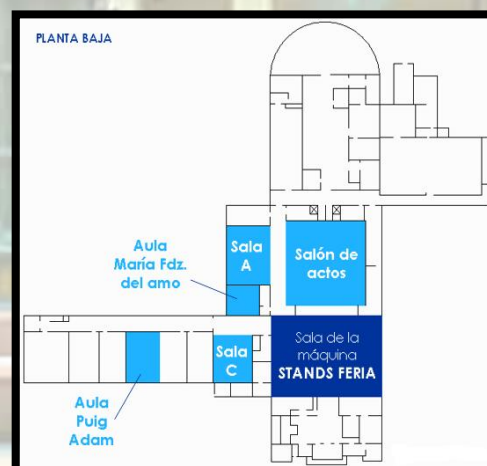
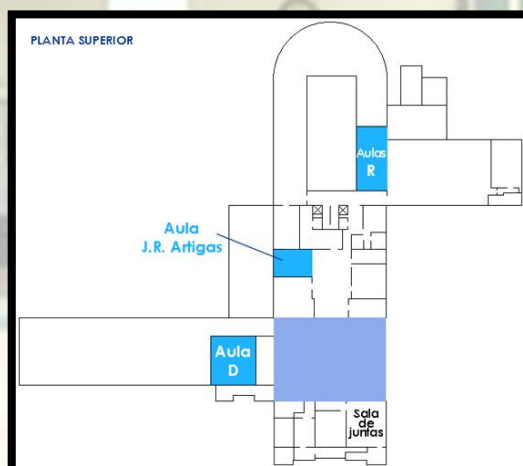
Stands are undoubtedly **the best way to interact with students**. There will be 23 available, located in the **main hall of the School**, the hub around which activity occurs daily at ETSII.

The stands are divided into four categories according to their size and location in the room. The following map depicts the distribution and prices of these stands:



STAND	PRICE
 A1 (15 m ²)	1,700 €
 A2 (10 m ²)	1,400 €
 B1 (15 m ²)	1,300 €
 B2 (10 m ²)	1,200 €

- ✓ Companies hiring a stand will have unlimited access to the CV database of senior and master students until December 2013.





➤ CONFERENCES

This kind of event is a good way for **companies to introduce themselves to a large number of people**. Conferences will be held in the auditorium, with a capacity of 350 people.

The date and time will be agreed with the interested companies based on availability.

ACT	PRICE
Conference	1,200 €



➤ ACTIVITIES

We provide the possibility of organizing a series of activities where companies and students can interact **directly** and in **small groups** with a **specific profile** previously selected by the company, in order to learn more about the student's skills and abilities:

- ✓ Group dynamics
- ✓ Working breakfast
- ✓ Lecture
- ✓ Recruitment



ACTIVITY	PRICE
Group dynamics	800 €
Working breakfast	
Lecture	
Recruitment	
Other	TO BE AGREED

Activities will take place in rooms B, C, D, with a capacity between 50 and 100 people.

Recruitment, as a talk/conversation with formative character targeting students with a certain profile, will take place in the classroom.

➤ **SPONSORSHIP AND ADVERTISEMENT**

This modality is intended for companies that recognize in the fair a unique opportunity **to get noticed** and **project their image** through the different channels provided:

- Opening and closing acts.
- Company Guide: official magazine distributed during the fair.
- Website: This year it will be particularly important as a platform and showcase for students, who will access it to look up information and upload their CV.

COMPANY GUIDE	PRICE
Back cover	950 €
Inside back cover	550 €
Inside front cover	650 €
Full page advertisement	100 €
Article (per page)	100 €

WEBSITE	PRICE
Standard logo + side banner	200 €
Standard logo	150 €
Reduced logo	100 €

- ✓ ***The company logo will appear on the home page, while banners will be visible all over the web***

Furthermore, INDUFORUM 2013 offers participants new forms of advertising such as:

- ✓ Advertisements
- ✓ Banners and placards
- ✓ Promotion in social networks
- ✓ Sponsorship of sporting tournaments
- ✓ Other

The prices of this kind of advertising will be agreed according to their scope and visibility.



➤ **NEW FEATURES**

In addition to developing the **Charity Project** mentioned before, INDUFORUM 2013 seeks improvements and innovations for this edition such as:

- The celebration of **sporting tournaments** for the School offering participants the chance to sponsor such events.
- Monitoring the fair through **social networks**, promoting news and articles involving participant companies.
- Organization of company-company forums.
- **Recruitment:** presentation of the company in a classroom with students of a certain profile previously selected.

4. Participants support:

Companies hiring a stand will have unlimited access to the CV database of senior and master students until December 2013.

In addition, all participating companies will profit from the following free services:

- **Two pages available in the Company Guide**, one for advertising and one for information about the company
- **Web access** to check all information regarding the Fair
- **Sponsors** will have a **special presence in the Company Guide** and **on the Website**.



5. Promotional packs:

By means of **PROMOTIONAL PACKS** we help companies interested in participating in different ways:

PACK	STAND	WEBSITE	COMPANY GUIDE	PRICE	SAVINGS
Premium	A1	Standard logo + Side banner	Article (4 pages)	1,800 €	22%
Complete	A2	Standard logo	Article (2 pages)	1,500 €	14%
Traditional	B1	Reduced logo	Article (2 pages)	1,400 €	13%
Basic	B2	Reduced logo	Article (1 page)	1,300 €	7%

In addition, it is possible to obtain a substantial reduction thanks to the following offers:

OFFER	COMBINATION	PRICE	SAVINGS
DUO	PACK + ACTIVITY	+ 640 €	20%
	PACK + CONFERENCE	+ 960 €	
TRIO	PACK + 2 ACTIVITIES	+ 1,120 €	30%
	PACK + ACTIVITY + CONFERENCE	+ 1,400 €	
SPECIAL	PACK + 3 ACTIVITIES	+ 1,440 €	40%
	PACK + 2 ACTIVITIES + CONFERENCE	+ 1,680 €	

- ✓ *Hiring a pack is subject to availability at the time of purchase*
- ✓ *Prices do not include VAT*
- ✓ *Packs can be extended with additional activities as long as there is time available*