

goING – Young engineering talents for the automotive industry at the IAA Commercial Vehicles 2014



IAA 2014: goING

Objectives for the IAA 2014:

- **Joint campaign** by exhibitors (as potential employers of engineers)
- **Fascinate** and **sensitise** future students to the work of engineers and thus interest them in studying engineering
- Present the good **work prospects**
- Support the campaign with intensive **press work**
- goING is a **pre-competitive event** and thus designed for the long term and for **continuity**



Concept of the event (1):

Events to motivate schoolchildren and their teachers will be held in a lecture room on the Hanover trade fair grounds in the second week of the IAA. They should include:

- **Exciting lectures** with practical relevance **given by development engineers** from the companies, with reports about the practical development work arousing keen interest **in the profession of engineer:**

**Studying engineering – a challenge that pays off.
A profession with a future.**

- Presentation of the **degree courses** by university and college lecturers and students, describing the individual courses:

The bridge between studying and working.

Concept of the event (2):

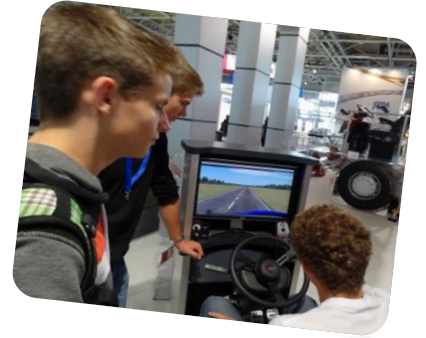
- Presentation of the company, tour of the exhibition stand
- Indication of the career opportunities for engineers
- Patron: Federal Ministry of Education and Research
- Branding the event with a common corporate design
- If appropriate: press conference to kick off
- Press coverage of the campaign before and during the event (VDA and companies)
- Information for schools across the country
- Information for schoolchildren about the goING Internet platform



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Concept of the event (3)

- Invitation to schools in the first half of 2014 (secondary schools)
- Provision of lesson preparation materials about the automotive industry
- Invitation to schools direct from the VDA; the relevant companies contact certain schools
- Updating the GoING website at: www.vda.de/going with links to the companies involved (description of the event and information materials about the automotive industry)



Program

Monday, 29.09.2014 – Thursday, 02.10.2014

10.30h – 10.35h	Welcome and introduction
10.35h – 11.45h	Three lectures 15 min each plus discussion (Engineer, Student, University professor)
11.45h – 12.30h	Lunch Break
12.45h – 13.15h	Tour of the exhibitor stands, 1st company
13.30h – 14.00h	2nd company
14.15h – 14.45h	3rd company
from 14.45h	End

Costs

The costs of goING are to be shared as corporate contributions.
These costs will include external VDA costs:

- Room rental
- Room equipment
- Catering
- Mailing costs
- Lecturers' travel costs

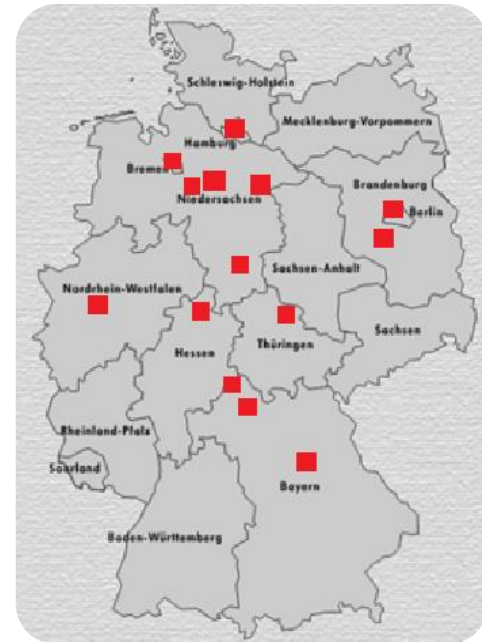
Cost per company:

- EUR 4,500 net of tax (manufacturers)
- EUR 2,000 net of tax (suppliers)



Facts – IAA Commercial Vehicles 2012

- Participation of about 450 schoolchildren
- 80 % male participants, 20 % female participants
- Average age of both genders was 17 (Year 11)
- 14 different participation schools from 9 federal states



Participating schools in 2012

IAA 2014: goING

Participating companies at IAA Commercial Vehicles in 2012

DAIMLER

 **DEKRA**
Alles im grünen Bereich.

Formel**D**


FUCHS

ixetic
Precision to move

 **KRONE**
Wir transportieren Zukunft


MANN+HUMMEL


MAN


TENNECO

TRW

 **Webasto**
Feel the Drive





Thank you for your attention

