

## Startschuss Abi: International Recruitment for your Bachelor's Programmes

# Meet Talented German High School Students



### Startschuss Abi at a Glance:

#### Participants:

- ▶ 100% your target group: prospective Bachelor's students
- ▶ Average GPA: 2.0 (German grading scale)
- ▶ Well-prepared students: attendees have to register and are provided with information on your programmes before the event

#### Exhibitors:

- ▶ Exhibitors rate the event on avg. with: 1.4 (1 being the best)
- ▶ 96% of the exhibitors recommend Startschuss Abi

**NEW: Online event for worry-free networking and a wider reach!**

### Your Advantages in Detail

#### High Quality of Attendees

Meet high-achieving and German high school students. We ensure the quality of attendees through long-standing contacts to our partner high schools and pre-event registration.

#### Meet Well-Prepared Students

We prepare the students extensively for the event and utilise different channels of communication (website, email, Facebook, WhatsApp etc.) to inform them about all exhibitors and presentations. We further introduce your university list of exhibitors.

#### Upcoming Events

- ▶ **Munich (or online)** – Saturday, 11 February 2023
- ▶ **Online** – Saturday, 11 March 2023
- ▶ **Bochum (or online)** – Saturday, 23 September 2023
- ▶ **Frankfurt (or online)** – Saturday, 4 November 2023
- ▶ **Stuttgart (or online)** - Saturday, 18 November 2023

#### Efficient Contact Management

We send you the contact details of the attendees after the event.

#### Differences between on-site and online-event

	on-site	online
execution	on eventlocation	online via zoom
your presence	guided boothtour and meet & match dual study model respectively	group sessions with interested candidates
presentation (20 minutes)	live on-site in a separated room	online via zoom (optional recording)
conditions	catering for your boothteam and rent for location included	very low effort, no expenses for travel and accomodation, environmentally friendly

### Our Startschuss Abi strategy for 2023

The most likely scenario is that we will return to on-site events in autumn of 2022. However, since march 2020 we have successfully implemented hybrid events (with some schools physically and some digitally attending) and many pure online events. You can read on our website why they are "[3,000 times better than other online events](#)" according to feedback from our customers.

- ▶ **We are currently planning on-site events for 2023, keeping in mind that our first priority is safety for everyone involved.**
- ▶ However, should circumstances make it necessary, we will adapt our plans accordingly and continue with our successful online implementation. We will inform you in this case well in time before the start of the preparation of the event.

### Conditions (excl. VAT)

- ▶ Participation fee per Startschuss Abi event: 3,000 Euro per event
- ▶ Discount for multiple event bookings (scaled according to the number of bookings per calendar year):
  - 2 events: **5% discount**
  - 3 events: **7% discount**
  - 4 or more events: **10% discount**

## Higher Education Marketing Online

# Online Profile & Student Newsletter



### Your Advantages:

- ▶ Strong media penetration: our study and career platform [www.e-fellows.net](http://www.e-fellows.net) has 500,000 page visits per month
- ▶ Targeted promotion: we advertise your online profile in our student newsletter (2 entries)
- ▶ Duration: twelve months presence amongst your target group
- ▶ Minimal effort: Our experienced editors write the profile for you based on your input

### Your advantages in detail

#### Extensive Reach

Present your university on our study and career platform [www.e-fellows.net](http://www.e-fellows.net), which has 500,000 visits per month. The website is both search engine and mobile optimised to ensure that your target group finds and reads your online profile.

#### Efficient Online Marketing

The online profile comes with two entries in our monthly newsletter, which addresses about 7,000 German high school students. We place your entries alongside valuable editorial content on studying in Germany and abroad.

#### Information Tailored to Your Target Group

Your profile has a duration of 12 months and contains important details on your university or a specific study programme.

#### Always Up-to-Date

You are introducing a new study programme or details about the current programmes have changed? We can update your profile at any given point in time.

#### Optional: Online Profile Premium

We promote the online profile premium with five newsletter entries (instead of two). In addition it contains an interview with a student or alumnus of your university.

#### Optional: Entry in Our Student Newsletter

The student newsletter can also be booked separately: advertise new study programmes or important dates, e.g. application periods, open days, and new courses of study. Our editors compose the entry for you and contains an image and a link to your online profile or your website.

### Conditions (excl. VAT)

- ▶ Online profile including two newsletter entries and two social media posts: 1,500 Euro p. a.
- ▶ Online profile premium including five newsletter entries and interview: 3,000 Euro p. a.
- ▶ Entry in the student newsletter: 500 Euro
- ▶ Profile's period of validity: Unlimited duration, termination is possible every year with a three months' notice

## Booking (page 1/2)

We wish to place a fixed booking for the following

(excl. VAT)

Startschuss Abi	Event Participation 3,000 Euro each	Booking deadline (later dates are subject to availability)
Munich (or online), 11 February 2023	<input type="checkbox"/>	30.11.2022
Online, 11 March 2023	<input type="checkbox"/>	31.3.2023
Bochum ( or online), 23 September 2023	<input type="checkbox"/>	30.6.2023
Frankfurt (or online), 4 November 2023	<input type="checkbox"/>	31.7.2023
Stuttgart ( or online), 18 November 2023	<input type="checkbox"/>	31.7.2023

**Discounts for multiple bookings according to the number of bookings per calendar year:**

5% for 2 events, 7% for 3 events, 10% for 4 or more events

### Online Profile

Online profile incl. two newsletter entries:  
1,500 Euro

Online profile premium incl. five newsletter  
entries and interview: 3,000 Euro

Entry in the student newsletter: 500 Euro

**Period of validity:** The agreement starts with the publication of the portrait and is open-ended. It can be terminated after every twelve months with a three months' notice.

### Further offers

I wish to receive information on postgraduate recruitment measures.

I am interested in sponsoring lanyards for Startschuss Abi participants.

**Please provide us with your university's contact and invoice details on the following page.**

## Booking (page 2/2)

Contact details for the organisation of the event:

Contact person:	<input type="text"/>
Email address:	<input type="text"/>
Phone number:	<input type="text"/>

## Invoice Address

Name of university:	<input type="text"/>
Department:	<input type="text"/>
Contact person:	<input type="text"/>
Street:	<input type="text"/>
ZIP code, city	<input type="text"/>
Phone number:	<input type="text"/>
Email address for invoice:	<input type="text"/>
VAT number:	<input type="text"/>
Required for European universities, outside of Germany	
Comments:	<input type="text"/>

To facilitate the completion of the form, a signature is not required.

Please complete the above form and return it via email to [booking@e-fellows.net](mailto:booking@e-fellows.net) or directly to your account manager.