The G/M/T/N New Generation Programme

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Foreword

Germany is an attractive high-tech business location that successfully exports throughout the global market. To maintain this success, we need an excellent training system and qualified technical specialists. Over the past few years, many job profiles in industry have undergone a fundamental change in their image, which, according to surveys that have been conducted, young people are not fully aware of. Today, technicians and engineers work together on the entire process – from the initial idea through to marketing and sales. The diverse points of contact to other disciplines, the exchange with designers, trend researchers, advertising experts and market researchers, for example, calls for a new way of thinking.

The youth programme initiated by GIFA, METEC, THERMPROCESS and NEWCAST creates a unique platform for prospective future employees where the younger generation can adjust their conception of specific jobs and careers, the image they have about what these involve, to occupational reality as it is in the real world today.

On trade fair days from Tuesday to Saturday, schoolchildren aged 15 and above along with budding students, trainees and apprentices can immerse themselves personally in the innovations of the metallurgy and foundry industry and cultivate contacts with its employers. As a result, young people can obtain first-hand information about attractive careers in modern companies.

The youth programme enables groups of visitors to undertake special excursions (study trips or field visits) to the international trade fair quartet GMTN in Düsseldorf, whereby special advantages can be enjoyed through the so-called Excursion Packages. You can find out more about this offer on the following pages.
Motive: Responding to altered values

"The change in social values is detrimental to the economy, especially industry and the skilled trades."

- In school-level education, industry is almost always equated with a factory hall atmosphere and loud production.
- Industrial production is blamed for many environmental and climate problems.
- The positive impact of industrial production on the growth of prosperity in Germany is often ignored.
- There is a lack of awareness about the importance of SMEs for the economy (as opposed to large corporations).
- The skilled trades offer unattractive working conditions (working hours, image, etc.) in the view of many young people.
- The so-called Generation Y is characterised by its tendency to make frequent and sudden changes – so investment in training often fails to generate the expected return.
Motive: Existing lack of information

"Missing or incorrect knowledge about business enterprises influences career choices"

- Young people are largely unaware of the diversity of business processes within a business enterprise
- There is widespread ignorance about the structures of modern industrial enterprises with a high service intensity and orientation
- News of the paradigm shift (teamwork instead of hierarchies) in companies has not yet reached many sections of society
- Terms like "department", "supervisor" and "superior" create a false picture of the existing structures
Motive: Lack of new recruits

"A lack of junior staff, especially in the technical occupations, is already evident across all sectors"

- Technical contexts and correlations are often taught too late or badly at school
- Despite all the "fascination of technology", getting into the technical professions remains a stumbling block
- "Dry" mathematics is a hurdle for any commitment in STEM (Science, Technology, Engineering and Mathematics) disciplines
- Entering professional life often takes place without any orientation or deliberate sense of direction -> such a decision is in part influenced by the so-called dream professions superficially represented in the media (e.g.: star cooks in TV programmes, forensic doctors in medical series, etc.)
- The current demographic change is dramatically aggravating the situation
Objectives

"Improve the image"
- Clearly communicate the importance of industry and skilled trades as a location factor
- Present companies as forces for innovation and attractive employers
- Combine the fascination of technology with clear prospects for the future
- Point out the variety of jobs and professions related to engineering and technology
- Communicate target messages through role models and popular figures
- Achieve equal opportunities (gender)

"Make information available"
- Explain business processes (talks about modern industry)
- Provide teaching units
- Portal with best-practice examples
- Classroom visits in advance
- Provide regional sponsorships

"Make it easier to start out in STEM professions"
- Support the establishment of sustainable, regional sponsorships between schools and industry
- Offer help and guidance on the choice of technical professions
- Facilitate open house days, trial days and internships as an optimal preparation
Focus on the next generation!

Students
- Universities
- Universities of Applied Sciences

Prospective students
- In the grammar school sixth forms (upper secondary levels)
- In vocational colleges with practical training
- In technical schools teaching on a full-time basis

Young people in training
- Trainees and apprentices as part of the Dual System (education + training) in companies
- Vocational students

Prospective trainees/apprentices
- Lower secondary schools: 9th (partly) +10th grade
- Intermediate secondary schools, grammar schools, comprehensive schools: 10th grade (partly)
The three pillars

Initial contact between companies and schools: mutual communication of interests, preparation of the excursion to the trade fair

Excursion to the fair: Getting to know each other personally, identification and discovery of the innovations and career prospects in the skilled trades and in industry

Lasting cooperation: Follow-up work after the excursion: internships, further fair excursions, joint projects, ...
Objectives and benefits of an excursion

<table>
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<tr>
<th>Schools</th>
<th>Sponsors</th>
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<tr>
<td>- Practical relevance</td>
<td>- No large organisational effort required</td>
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<td>- First-hand job and career information</td>
<td>- Effective contribution towards changing the industry image</td>
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<td>- Personalised role models, real career perspectives</td>
<td>- Active promotion of young talent and junior staff recruits</td>
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<td>(+ career paths)</td>
<td>- Opportunity to present one’s company to the next generation of potential employees</td>
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<td>- Insights into companies</td>
<td>- Contact to regional schools</td>
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<td>- Direct contact to exhibitors</td>
<td>- Support for the initial contact with regional schools (on request)</td>
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<td>(establishment of a network)</td>
<td>- Possibility of involving own trainees and/or young professionals</td>
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<td>- Dialogue with industry experts, specialists and key personnel</td>
<td>- Integration of sponsor’s own fair stand into the guided tours</td>
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<td>- Visitor hotline for questions</td>
<td>- Provision of material and assistance during school visits (on request)</td>
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<td>- Material for preparation and follow-up activities</td>
<td>- Numerous young fair visitors every single day</td>
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<td>- Arrival management including admission tickets and information material</td>
<td>- Ability to communicate target messages via popular figures</td>
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<td>- Smooth arrival due to simple entry and parking facilities on the exhibition premises</td>
<td>- Sustainable cooperation</td>
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<td>- Guided tour of the exhibition grounds</td>
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<td>- Sustainable cooperation</td>
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<td>- Catering, all-day care and supervision</td>
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<td>- …</td>
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Features of the Excursion Package

25 June to 29 June 2019

- Full-service arrival management: information material, hotline, shuttle ticket, admission tickets, ...
- Up to 52 reduced-price tickets (1 bus)
- VIP bus access pass directly onto the exhibition grounds
  - In case of arrival by public transport, reception takes place at the entrance to the fair
- Catering: welcome package (beverage, fruit, sweets, a bag), hot lunch including 2 drinks per person
- All-day care and supervision and a guided tour (max. 25 participants per group)
- Integration of the sponsor into the guided tour and handing out of information material (optional)
- Please note: in the case of partner association members, the cost of the Excursion Package will be paid by the respective association!*

*The offer is limited

Cost: EUR 1,200.00 net*
(without travel costs)
The event area

Exhibition area of the fairs

- Each group of visitors is given a guided tour of the exhibition grounds
- A choice of various different topic priorities is available in advance
- If desired, the fair stand operated by the sponsoring company will be included in the conducted tour

Special exhibits aimed at young people

- The stands of many of the main exhibitors have exhibition areas specifically for young people
- Information on job profiles and training opportunities
- Hands-on experiments to take part in (e.g. foundry project)
- On-site contact persons are mostly young trainees, apprentices and employees
The themes of the tours

**Career orientation tour**

On this tour school students can gain insights into the structure and philosophy of companies within the industry. A particular focus lies on the various career directions and training opportunities. Previous knowledge in the technical domain is not necessary, but pupils should have a basic interest in matters relating to science, engineering and technology and have already given some thought to the path they would like to take in their professional lives.

**The highlights tour**

The highlights tour is particularly suitable for pupils with little prior knowledge of technical matters and with a general interest in pursuing a career in the field. Special shows and other illustrative and instructive exhibits are visited, which serve to bring home the diversity of the sector to young people. The different possible career paths are also looked at.

**The tours through the main topics**

The youngsters on these tours should already have some degree of experience in the technical domain or familiarity with such areas. The topics dealt with are primarily determined by the themes prioritised by the fair. At the stands visited, new products, concepts and processes are discussed. The specific features, different facets and future prospects of the respective industries are made clear and placed into relationship with the career and study opportunities that are potentially available to the young visitors.
Timetable

A company takes on a sponsorship for a school
If required, we can arrange contacts to appropriate schools for interested sponsors.

Formation of an interest group of up to 50 pupils at the sponsored school with two accompanying adults
→ The sponsoring company books the Excursion Package by 04.06.2019 at the latest

Registration of the visitor group using a fax form by 11.6.2019 at the latest

Preparation (content and organisation) of the students, with the involvement of the sponsoring company where appropriate
Timetable

- **Definition of the tour themes** for two subgroups of 25 persons each by 11.06.2019 at the latest and dispatch of travel documents to the visitor group

- **Detailed adjustment of the schedule on-site** with the sponsoring company. Involvement in the guided tour, integration of young company employees, issue of information material, etc.

- **Pupils' excursion to the fair**
  Answering of prepared questions, meet and greet to get to know company representatives, ...

- **Lasting cooperation**
  Subsequent reflection and follow-up by means of Internet research, structuring and exchange of information, etc.
The excursion

**Time: 10 am to 11 am**
- Arrival at the exhibition grounds
- Welcoming remarks from the personal guides
- Issue + scanning of the admission tickets
- Group photo
- Issue of vouchers (for the meal) and handover of the welcome packages

**Between 10 am and 4 pm**
- Guided tours through the exhibition grounds with fixed appointments at selected stands, 2-3 hours duration
- Visit to the special exhibition area for young people
- Lunch break with the serving of meals

**Starting 4 pm**
- Final get-together, farewells and departure
Role of the sponsoring companies

Options for the shaping of a school sponsorship

- Selection of a school and contact with the school administrators or directly with the technical subject teachers*
- Classroom visit prior to the international trade fair or invitation to a class/study course participants to make a visit to the company*
- Invitation to G/M/T/N within the scope of an Excursion Package*
- Welcoming address to the tour group on its arrival at the exhibition grounds*
- Integration of the company’s own fair stand into the guided tours via the:
  - Involvement of young company employees (apprentices, trainees, etc.) as direct contacts on-site
  - Presentation of youth-specific in-house projects (training workshops, etc.)
  - For more expansive fair stands: guided tours of the stand location with a focus on career prospects (with the assistance of partner guides*)
- Reflection/debriefing at the exhibition grounds before departure, arrangement of visits to classroom lessons after the trade fair*
- Follow-up visits at the school
  - Topic: Job profiles in our company!
  - Topic: How can one apply to join our company!
  - ...

*With the support of the project team
The event organisers

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