

Corporate engagement at Amsterdam University of Applied Sciences

Presenters:

José Hanani Juma, Marketing and Communications Officer

Miriam Olid Goni, Lecturer and Corporate Engagement Ambassador

Amsterdam, a gateway to Europe



Hub for scale ups, start-ups and multinationals.



Strong focus on digitalization, fintech and sustainability.

Amsterdam School of
International Business

Amsterdam University
of Applied Sciences



Creating Tomorrow

Tier System

1

Strategic partners

Curriculum optimisation and accreditations.

2

Core partners

Internships and theses.

3

Incidental partners

Initiated through lecturers' personal networks.

This tier structure is intended as a starting point rather than a rigid classification. As collaboration and mutual interest develop over time, partners might move to different tiers based on joint experience and needs.

Governance Structure



Pillar 1: Business advisory board & accreditations.

Strategic direction.

Managed by Marketing and Communications Officer and Director of Education.



Pillar 2: Operationalization in curricula.

Illustrate the link between academia and business.

Managed by Marketing and Communications Officer and Corporate Engagement Ambassadors.



Pillar 3: Corporate strategy.

Data management, CRM, external representation, production of marketing and communication materials, e-mail marketing and overall strategy.

Managed by Marketing and Communications Officer.

Tips



Make connections

- Alumni
- Friends
- Networking meetings
- Events
- Volunteer work
- Colleagues
- Former corporate colleagues
- LinkedIn
- Cold calling/ mailing
- Internship supervisors



Opportunities for engagement

- Guest lectures
- Company visits
- Fair visits
- Cross-departmental career events
- Case studies
- Job simulation interviews
- Access to companies for internships and theses



Best practices

- Preferably a known brand and young speaker
- The personality of the speaker
- Take the time
- Brief the speaker well
- Importance of emotional payment (e.g. LinkedIn post)
- Little present or gift voucher
- Parking card
- Calculate time for a drink
- Follow up with speaker
- Give students an assignment
- Make attendance mandatory!
- Ask students to prepare questions
- Merge classes on-campus or online
- Students usually love it
- It's a win-win!

Examples

Major event



Career event



Mentorship programme



Company visit



Let's connect! Are there any questions?



Discussion questions



Universities

What has been working well for you in embedding corporate and alumni engagement into the programme?



Companies

What are your thoughts on the presented approach?

