



**CONNECT WITH EXCEPTIONAL
TALENT FROM DIFFERNT BETA
RELATED STUDIES AT THE
BETA BUSINESS DAYS!**



2024

**BETA BUSINESS
DAYS**

**20 & 21
March**
—

Stichting Beta Bedrijvendagen
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9747 AG Groningen
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 **MartiniPlaza Groningen**



General

Upcoming year the 37th edition of the Beta Business Days will take place at the MartiniPlaza in Groningen, on the 20th and 21st of March. Science-based companies are invited to join this event to get in contact with ambitious beta students from the University of Groningen. At this unique two-day event, career-oriented students will be given the opportunity to explore and navigate their future job market via e.g. presentations, individual interviews, challenging cases, and a business expo.

Target Audience

The Beta Business Days specifically focuses on students that are affiliated with the Science and Engineering Faculty of the University of Groningen. This event is mainly intended to establish contact between ambitious students and companies in their field of study. The target audience consists of over 6000 bachelor, master and PhD students who are orientating on their career perspectives, looking for graduation projects or internships. The Beta Business Days also gives freshmen and sophomores the opportunity to join the event.

Participating Studies

- **(Applied) Mathematics**
- **(Applied) Physics**
- **Artificial Intelligence**
- **Astronomy**
- **Behavioral and Cognitive Neurosciences**
- **Biology**
- **Biomedical Engineering**
- **Biomedical Sciences**
- **Biomolecular Sciences**
- **Chemical Engineering**
- **Chemistry**
- **Computing Science**
- **Ecology & Evolution**
- **Energy & Environmental Science**
- **Human-Machine Communication**
- **Industrial Engineering & Management**
- **Life Science & Technology**
- **Mechanical Engineering**
- **Molecular Biology**
- **Nanoscience**
- **Technology & Operations Management**

Packages

The Beta Business Days offers different packages that generate the possibility to make new, valuable, personal contact with students. The packages can be composed by companies themselves from the modules available. Some modules contain a resume selection. All possible modules are shown on the next page. Feel free to contact our business relations for more information!

Additional Benefits

During the two-day Beta Business Days (BBD) event, a networking drink will be hosted, open to all participating companies and students. This gathering offers an opportunity for meaningful interactions in a relaxed setting, fostering potential collaborations, and establishing long-lasting professional connections.

Furthermore, the BBD event incorporates a lunch break on each day, providing an informal setting for companies and students to engage and interact.

As a participating company in the BBD event, you can benefit from promotion opportunities. Your company's logo and profile will be featured on the BBD website, increasing your visibility to a wide audience. Additionally, you'll have the chance to promote your company directly at the event itself, maximizing exposure and attracting potential talents and clients.



Module Possibilities

Business Presentation



The Business Presentation is a good opportunity to introduce your company to interested students. The content of this presentation is completely to own interpretation, it takes place in a separate room and should take 45 minutes.

Business Speeddate



During the Business Speeddate session students rotate every 10 minutes to a new company. In these 10 minutes you can get a clear view what these students have to offer. The Business Speeddate will only be organised if there are enough interested companies.

One-to-One



A personal interview allows contact with students that are specifically interested in your company. These One-to-One interviews provide the possibility to recruit students directly for an internship or job at your company.

Business Expo



The Business Expo is a company fair with the opportunity to draw the attention of the student to your company. A stand creates an informal interaction between the students and your business.

Case



During a case you get a good view on the participating students' way of thinking and working capacities. In a way you can present relevant examples of problems that employees of your company encounter. Students will try to deliver a solution in approximately three hours. This process gives you the opportunity to encounter suitable students for internships or even a job.

High Tea / High Beer / High Wine



A High Tea, High Beer or High wine offers the opportunity to get in close personal contact with students who are interested in your company in a slightly informal setting. This module has a duration of 60 minutes.



Modules with this icon include a resume selection.

Packages



BRONZE PACKAGE

One (1) module *

€1.600,00



SILVER PACKAGE

Two (2) modules

€2.100,00



GOLD PACKAGE

Three (3) modules

€2.400,00



HIGH TEA/WINE/BEER

€500,00

The high tea / high wine / high beer is an add-on purchase, available to add to any package.

**Please be aware that if you opt for the 'bronze' package, the 'business expo' module is not available. To secure a spot at the business expo, you'll need to consider either the 'silver' or 'gold' package.*

Personal Contact



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