



*1st Step ( Activation and look & feel) ✓ Completed*

**Step 2:**

**Website & Communication to Students**

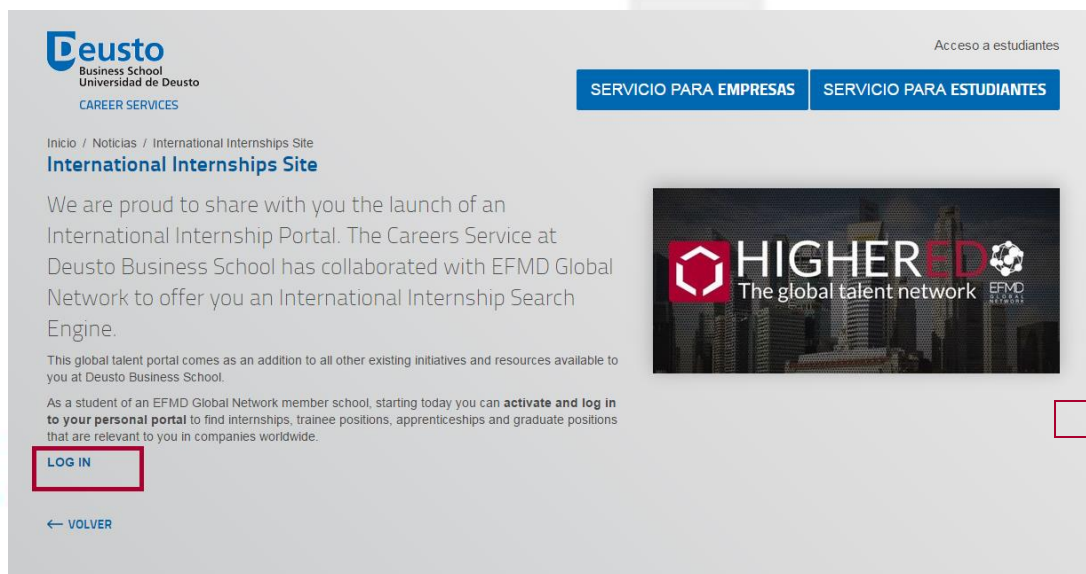
*Connecting your students with global opportunities!*

# Part 1: Add Link to Website

1. Find a place to put Portal link and or banners so you can have the **portal** linked to your existing **website or career portal**.
2. Then please share with us a screenshot of your website

Example Deusto Business School in Madrid website:

[www.deusto.higheredtalent.org](http://www.deusto.higheredtalent.org)



The screenshot shows the Deusto Business School website. At the top left is the Deusto logo and 'Business School Universidad de Deusto'. Below it is 'CAREER SERVICES'. On the right, there are two buttons: 'SERVICIO PARA EMPRESAS' and 'SERVICIO PARA ESTUDIANTES'. The main content area features a heading 'International Internships Site' and a paragraph: 'We are proud to share with you the launch of an International Internship Portal. The Careers Service at Deusto Business School has collaborated with EFMD Global Network to offer you an International Internship Search Engine.' Below this is another paragraph: 'This global talent portal comes as an addition to all other existing initiatives and resources available to you at Deusto Business School.' A third paragraph states: 'As a student of an EFMD Global Network member school, starting today you can **activate and log in to your personal portal** to find internships, trainee positions, apprenticeships and graduate positions that are relevant to you in companies worldwide.' A red box highlights the 'LOG IN' button. At the bottom left is the EFMD Global Network logo. At the bottom right is a red arrow pointing towards the right.

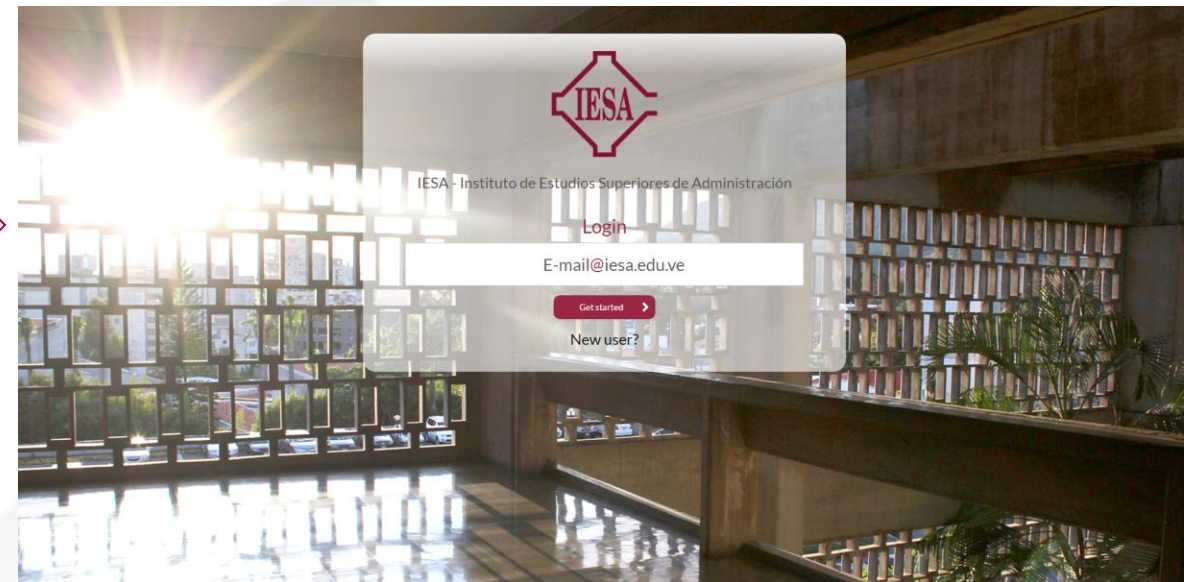


# Website Example

Example IESA in Venezuela website:



www.iesa.higheredtalent.org



# Part 2: Communicate to Students

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Now you can begin to communicate to students about your Global Talent Portal. Here are some suggestions:

1. Email Blast/ Newsletter
2. Social Media
3. Create a short video for students
4. Blog
5. Career Day

Best practices and examples are to follow....

# Email Blast – Approved to use

Dear Student, #GetHighered

Welcome to your future!

With the launch of the first global talent portal, the career service of **"your school name"** has collaborated with EFMD Global Network to offer you your very own career portal, connecting you with global opportunities. The Corporate Members of EFMD Global Network have access to the portal to post their current placements and job opportunities. Since you are a student of a member school of EFMD Global Network, starting today you can activate and login to your personal portal to find internship, trainee positions, apprenticeships and graduate positions that are relevant to you from companies around the world.

As all new initiatives, there will be a lot of upgrades on the way, making a global website is an ongoing job. There will be new companies, new opportunities, improvements and updates made constantly.

This global talent portal comes as an addition to all other existing initiatives and resources you have access to at school. It is targeted towards international students looking for placements back at home and local students that want to explore an international experience.

We want to make things easier for you as a student, help you save time and focus on your learning. So as a part of your journey towards employment we would like to give you a head start and discover the potential in you.

As a part of the process of getting employed at a company you will need to undergo several interviews, assessments and test. It is important that you get to know yourself the way companies will look at you. Most large companies rely on online assessment test when they are considering new hires. We have taken this into consideration and teamed up with one of the largest global players in this field to give you the upper hand. The online assessment test you will find in your career portal will provide you with a 17 page career report based on the test taken. The report will be for your personal use only and will not be shared with any school administration or companies. It is a tool to help you understand your strengths and weaknesses.

Click here to login and get started

**"LOG ON LINK HERE"**

**"And here is where you can find it on our career pages LINK HERE"**

Kindest regards,

The career service team?



EFMD  
GLOBAL  
NETWORK



# Email Examples

## 1. Email Blast



### CBE Launches Global Talent Portal



The ANU College of Business and Economics (CBE) has launched the CBE Global Talent Portal (GTP), a global career portal.

As a CBE student, you can access the GTP through the CBE website and gain exclusive entry to an international network of internship and job opportunities in Asia, Europe and the Americas.

The GTP provides the perfect opportunity for CBE students to seek internship opportunities while on semester exchange overseas or to pursue international careers.

Top industry sectors featured:

- banking and financial services
- telecommunications
- health care
- manufacturing
- consumer goods

Each student can also complete a free ability test on work-related behaviour, numerical reasoning, verbal reasoning, and motivation.

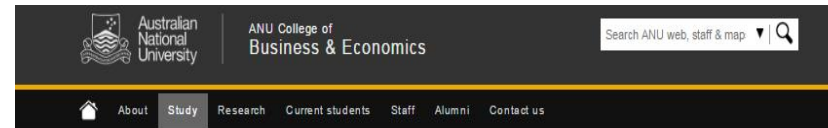
There's no cost involved. All you have to do is visit the GTP on the CBE website:

[cbe.anu.edu.au/GTP](http://cbe.anu.edu.au/GTP)

The Australian National University, Canberra | CRICOS Provider : 00120C | ABN : 52 234 063 906

**We develop leaders** who transform business, society and economies  
ANU College of Business and Economics

## 2. Directed to Website



CBE » Study » CBE Global Talent Portal

### CBE Global Talent Portal



Students of the College of Business & Economics have exclusive entry to an international network of internship and job opportunities in Asia, Europe and the Americas.

Top industry sectors featured in the Global Talent Portal (GTP) are banking and financial services, telecommunications, health care, manufacturing, and consumer goods.

The GTP provides the perfect opportunity for CBE students to seek internship opportunities while on semester exchange overseas or to pursue international careers.

Each student can also complete a free ability test on work-related behaviour, numerical reasoning, verbal reasoning, and motivation. The tests are developed by cut-e, a world leader in talent recruitment.

There's no cost involved.

[Login here](#)

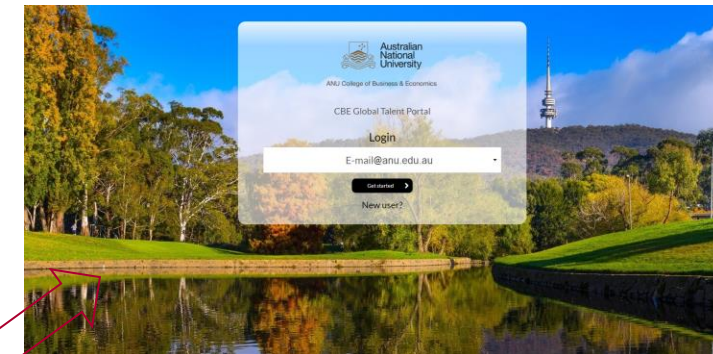
Updated: 18 April 2017 / Responsible Officer: Dean, Business & Economics / Page Contact: College Web Team

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+61 2 0125 5111  
The Australian National University, Canberra  
CRICOS Provider : 00120C  
ABN : 52 234 063 906



## 3. Linked to Global Talent Portal



# Email Examples



*Make an impact*

Are you seeking an international experience?

We have recently partnered with EFMD Global Network to offer you access to their new global career portal, connecting you with internship opportunities abroad.

Starting today you can activate and login to your personal portal to find internships and trainee positions that are relevant to you from companies around the world, in addition to the offers posted on the Career Centre's job board.

To do so, you must register with your @edhec.com email address. Click here to login and get started:

<https://edhec.higheredtalent.org>



Best regards,

Your Career Centre

**IESA**

AACSB ACCREDITED ASSOCIATION OF AMBA ACCREDITED EFMD EQUIS ACCREDITED

## ¡Bienvenido a tu futuro!

Nuevas oportunidades de empleo de la mano de nuestro aliado

**HIGHERED**  
The global talent network

EFMD GLOBAL NETWORK



# Social Media

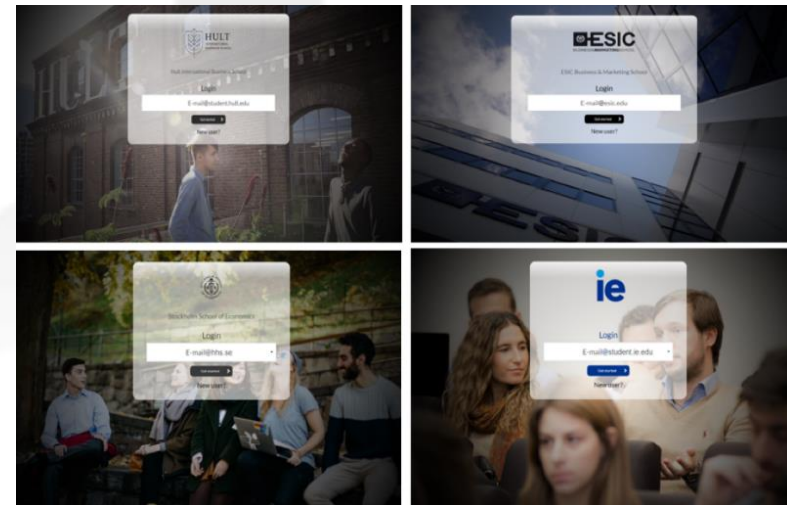
Social Media is where the students eyes are and **has proven to be the most effective way to communicate** to the students the new Global Talent Platform your school offers.

Please forward the exciting news to the Marketing/Social Media department. Below is suggested posts you can provide them and be sure to include your schools unique URL: <http://xxx.higheredtalent.org>

## Suggested Copy:

- Welcome to your Future! We have launched our new global talent platform. Activate your personal global talent portal here to find internship, trainee positions, apprenticeships and graduate positions that are relevant to you from companies around the world (Insert school URL link)
- Tired of spending time searching website to website looking for job opportunities? We can help, click on the link to sign up for school name Global Talent Portal (Insert school URL link)
- Are you seeking an international experience? We can help, click on the link to activate and login to your personal global talent portal. (Insert school URL link)

## Suggested Image: School Portal Photo





# Social Media – Examples

**ALBA Graduate Business School**  
1h

We are excited to share with you our recent collaboration with EFMD Global Network to offer you your very own #career portal, connecting you with global opportunities. Since you are a student of a member school of EFMD Global Network, starting today you can activate and login to your personal portal to find internship, trainee positions, apprenticeships and graduate positions that are relevant to you from companies around the world. #YourCareerOurBusiness

Join our new student Career Portal:  
<https://alba.higheredtalent.org>

9 Likes

Like Comment Share

# Social Media – Examples

IESA ALUMNI 50 aniversario  
Closed Group

**Discussion**

Members  
Events  
Videos  
Photos  
Files  
Manage Group

Search this group

Shortcuts  
Melao Gifts  
Gringo Come Arepa

**PINNED POST**

**Andrea Delgado**  
2 mins

EFMD Global Network ha creado un portal de carrera para conectarte con oportunidades de pasantías y empleo en el mundo. Tú, como egresado de nuestra institución, podrás acceder a esta plataforma. Solo tienes que hacer clic aquí: <https://iesa.higheredtalent.org/Het-User-Login>  
Debes registrarte con tu correo institucional... See More

**¡Bienvenido a tu futuro!**  
Nuevas oportunidades de empleo de la mano de nuestro aliado  
**HIGHERED**  
The global talent network

Es seguro | <https://www.linkedin.com/groups/7494825>

**in**

**Bolsa de trabajo internacional**

EFMD Global Network ha creado un portal de carrera para conectarte con oportunidades de pasantías y empleo en el mundo. Tú, como estudiante de nuestra institución, podrás acceder a esta plataforma. Solo tienes que hacer clic aquí: <https://iesa.higheredtalent.org/Het-User-Login>  
Debes registrarte con tu correo IESA


¡Una alianza con valor para todos!

**¡Bienvenido a tu futuro!**  
Nuevas oportunidades de empleo de la mano de nuestro aliado  
**HIGHERED**  
The global talent network


[linkedin.com/groups/7494825/members](https://www.linkedin.com/groups/7494825/members)

# Social Media – Examples

University of Ljubljana Faculty of Economics posted in English & Slovenian

 Faculty of Economics  
3 hrs · €

We are proud to share with you the launch of the global talent network HigherEd. We have collaborated with EFMD Global Network to offer you your very own career portal. HigherEd serves as an international internship portal for students who are looking for the internships, trainee positions, apprenticeships and graduate positions that are relevant to you from companies around the world.



**Welcome to HigherEd**  
Global Network to offer you your very own career portal, connecting you with global opportunities. Since you are a student of a member school of EFMD Global Network, you

EFNET.SI

 Ekonomika fakulteta  
3 hrs · €

Obveščamo vas, da smo postali člani mednarodnega portala zaposlitvenih možnosti HigherEd, ki ga je razvila priznana mednarodna mreža EFMD. HigherEd je namenjen vsem študentom, ki iščete zaposlitev v svoji državi ali si želite mednarodnih izkušenj.



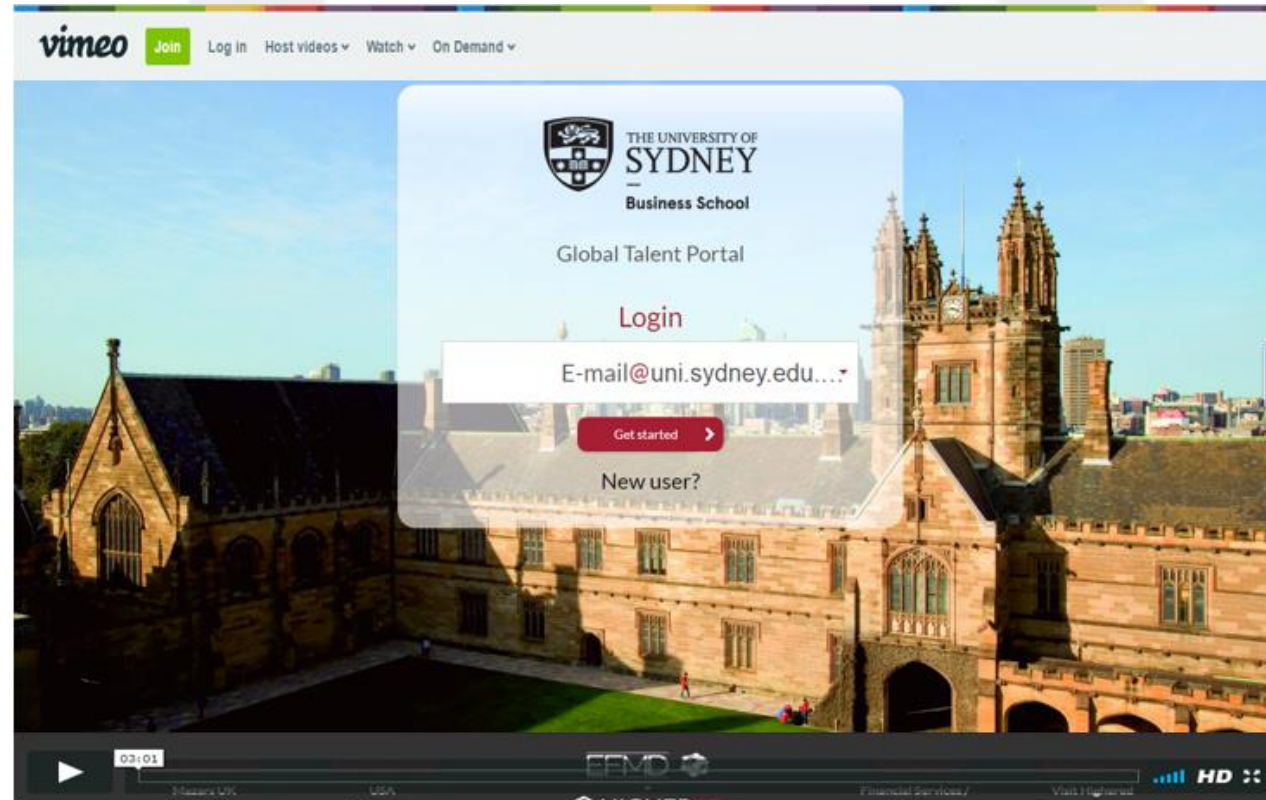
**Spoznajte HigherEd**  
Ekonomika fakultete Univerze v Ljubljani je postala članica mednarodnega portala zaposlitvenih možnosti HigherEd, ki ga je razvila priznana mednarodna mreža EFMD. Mednarodni portal zaposlitvenih možnosti je namenjen vsem študentom, ki...

EFNET.SI

Like Comment Share

# Short Video Tutorial

- University of Sydney Business School created a Vimeo video for the students. It is a **MUST** watch and has proven to be responsive during the student onboarding phase.
- **Watch Video: <https://vimeo.com/206525585>**



# #GetHighered

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Get creative and tailor it to your school and your students!

When step 2 is completed and students traffic has commenced we will send you information about the student analytics dashboard.

Kindest regards,  
Your Highered on-boarding Team