

CREATE YOUR OWN CAREER

10 Jahre “Talent Meets Bertelsmann” – oder: Der längere Atem im Employer Branding

Dr. Nico Rose | Vice President Employer Branding & Talent Acquisition
Bertelsmann SE & Co. KGaA

BERTELSMANN

Dr. Nico Rose



Higher Education

- Master of Applied Positive Psychology (MAPP), University of Pennsylvania, 2014
- Dr. rer. pol. (Business Sciences), EBS Business School at Oestrich-Winkel, 2010
- Diploma, Psychology, WWU Münster, 2004

Current Job

Vice President & Head of Corporate...

- Employer Branding
- University Relations
- Recruiting Programs

Career prior to current Job

- BERTELSMANN: Senior Director CMD, 2013-16
- BERTELSMANN: Director CMD, 2011-12
- CC&C Group, CRM Consultant, 2008-10
- EBS Oestrich-Winkel: Research Assistant, 2006-07
- L'ORÉAL Germany: Corporate HR, 2004-05

My favorite Bertelsmann Products



Bertelsmann at a Glance (End of 2016)

Revenues	€17.0 bn
Operating EBITDA	€2.6 bn
Employees	116,434



BERTELSMANN



Graduate Recruiting: Input vs. Output

**Why do we put so much effort
in graduate recruiting – only to
never talk again to 99,5% of the
(mostly awesome...) people we meet?**



Introducing: Talent Meets Bertelsmann (#TMB)



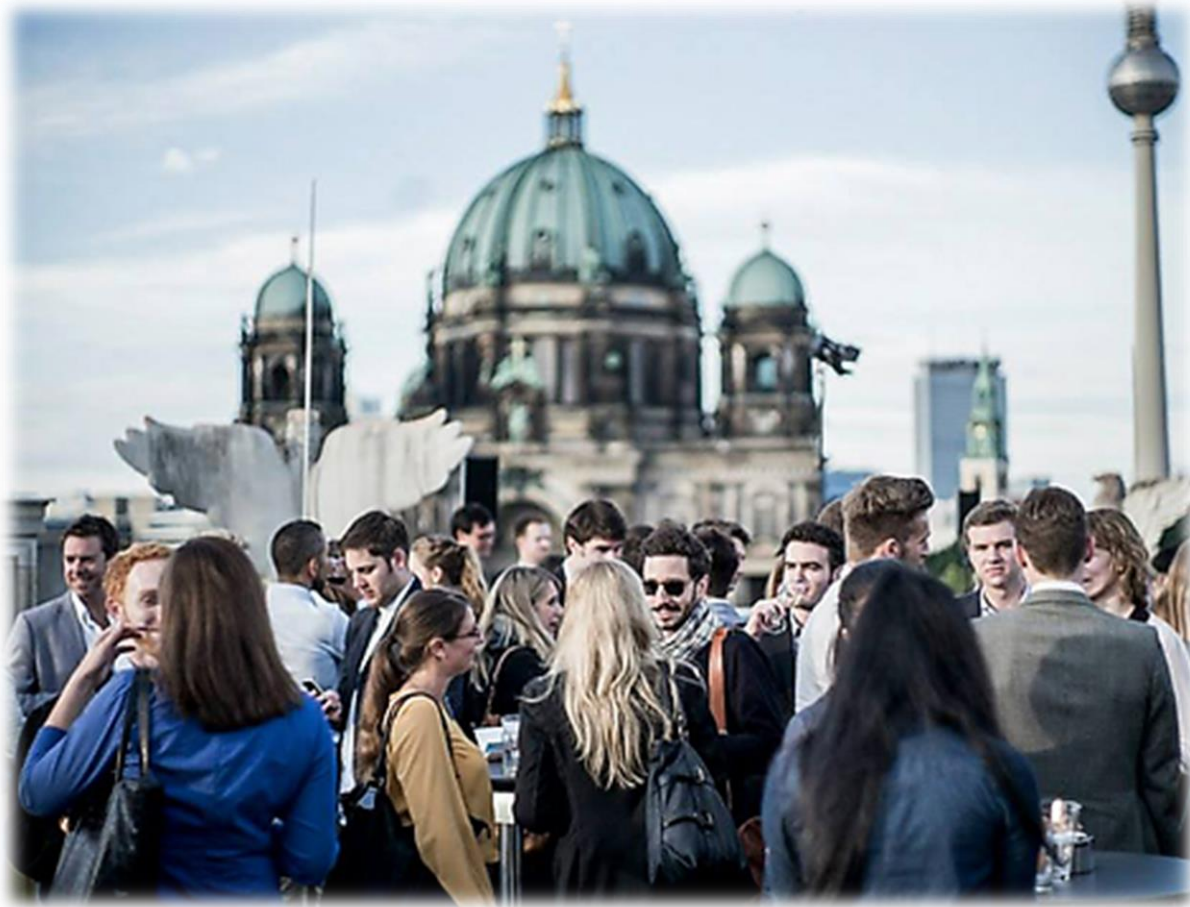
#TMB – Day 1: Creative Assignment

INTERNATIONAL SOLUTIONS
THINKING
INDIVIDUALIZED TALENT AWARD
IDEAS COMPANY REPRESENTATIVES
MUNICH **CHALLENGING**
BERTELSMANN BUSINESS
CONCEPTS CONCERT NEW YORK
WORKSHOPS **EXECUTIVE BOARD**
MADRID BERLIN JURY
CREATIVITY MEDIA
PARTY FUTURE TRENDS **TEAMWORK**
MANAGEMENT TRAVEL ANALYTICAL
ENTREPRENEURIAL
SPEECH BUBBLES
CAREER CONSULTING NETWORKING

To encourage creativity, participants are asked to fulfill a 'creative assignment', e.g. building their own workspaces, on the first day of the event. They also create a short movie.



#TMB – End of Day 1: Chillin´ on the Rooftop



#TMB – Day 2: Workshops & Presentations

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SPEECH BUBBLES
CAREER CONSULTING NETWORKING

In order to sell Bertelsmann, students work on future business trends and ideas of our businesses. They are coached and supported by experienced executives.



#TMB – Day 2: Workshops & Presentations



#TMB – End of Day 2: Networking, Concert & Party

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ENTREPRENEURIAL
SPEECH BUBBLES
CAREER CONSULTING **NETWORKING**

TMB offers many opportunities for networking e.g., during the dinner or the party including a concert. Bands such as “Die Fantastischen 4”, Adel Tawil (Ich+Ich) and Mando Diao have played private shows at TMB.



#TMB – Day 3: Relaxing, but also „Talking Career“




TALENT MEETS BERTELSMANN

10TH ANNIVERSARY EDITION

Arvato Bertelsmann North America
16. März um 18:01 · €

Are you creative? Do you have an entrepreneurial mindset? Are you passionate about shaping the future of the media landscape? Then apply today to participate in our 10th Talent Meets Bertelsmann 2017!

Übersetzung anzeigen



TALENT MEETS BERTELSMANN
10TH ANNIVERSARY EDITION
Berlin | July 3 - July 5, 2017

TMB 2017
Bertelsmann is a media, services and education company. talentmeetsbertelsmann.com

G+J Karriere
7 Std. · €

Das internationale Networking Event "Talent meets Bertelsmann" geht in die 10. Runde: Wir suchen Bachelor-, Master- sowie MBA-Studenten und Doktoranden mit Medienaffinität, die in anspruchsvollen Workshops Geschäftsideen zu aktuellen Themen aus den Zukunftsbranchen Medien und Services entwickeln. Werde Mitg... Mehr anzeigen



TALENT MEETS BERTELSMANN
10TH ANNIVERSARY EDITION
Berlin | 3. Juli - 5. Juli 2017
#TMB17

Patrick Bales
@patrick_bales

Bestes Employer Branding Event in Deutschland und wahrscheinlich des Universums. War vor 4 Jahren schon super! #tmb17 #tmb13

Dr. Nico Rose
@DrNicoRose

Talent Meets #Bertelsmann wird 10 J. alt (und kein bisschen leiser). Wirst Du 2017 Teil der Geschichte? bertelsmann.de/news-und-media.../Karriere

23.03.17, 14:32

PRH Careers UK
@PRHCareer... · 31.03.

Curious about a career in media? Check out #TMB17 for a great opportunity via [@BertelsmannCYOC bit.ly/2oo0GKh](http://BertelsmannCYOC.bit.ly/2oo0GKh)



TALENT MEETS BERTELSMANN
10TH ANNIVERSARY EDITION
Berlin | July 3 - July 5, 2017

stenmeyer
@CarmenG... · 4t

annCYOC Application sent to @Bertelsmann.com by #ambition #futureofmedia



MEDIA
RADIO
TELEVISION
MAGAZINES
NEWSPAPERS

Katharina Wegener hat Bertelsmann Careers Beitrag geteilt.
6. März um 16:53 · €

Last year I was part of Talent Meets Bertelsmann in Berlin and had an amazing time getting to know interesting people and Bertelsmann- I can only recommend applying-)
<http://www.talentmeetsbertelsmann.com/>
Übersetzung anzeigen
Anhang anzeigen

👍 Gefällt mir 💬 Kommentieren ➦ Teilen

RTL Group @rtlgroup · 1t

Time to rock the stage! Team #RTL is next to present at #TMB17 Good luck folks!



Bertelsmann_com und Bertelsmann_DE

Judy Hassan El Said hat ihr Titelbild aktualisiert.
46 Minuten · €

Talent meets Bertelsmann 2017 !!



👍 Gefällt mir 💬 Kommentieren ➦ Teilen


👍 Du, Annika Kreil und 8 weitere Personen

Anindhia Restrainingtyas
MBA Candidate 2018 at HHL Leipzig Graduate School...
37 Min.

Proud to have been part of Talent Meets Bertelsmann 2017. Being selected out of 1367 applicants and met international personalities, I can not express further gratitude.

It was extremely a great 3-day event with a real business case of #BertelsmannPrintingGroup and a presentation in front of members of the Bertelsmann's Executive Board.
Our team rocked it!! We won the third prize and can't wait to see each other again in Cologne!

Special thanks to our coaches **Thomas Coesfeld** and **Ulrich Buser** for guiding us throughout the journey and **Pamela Taylor** and **Dr. Nico Rose** and all your team for organizing such an incredible event!
#TMB2017



Hamburg Media School @HHMedi... · 1t

Wow: @elisabethwurzer (MM18) gewinnt mit ihrem Team @penguinrandom das diesjährige Talent Meets Bertelsmann und fliegt nach New York. #tmb17



Elisabeth Wurzer @elisabethwurzer · 1t

Absolutely overwhelmed and so grateful that I was able to win #TMB17 with my team! So exited for New York now 🙌

💬 4 🔄 1 ❤️ 14 ✉️

RTL Group gefällt das

Amy Chen @iamamychen · 18h

Hey #TMB17 community, I loved following the hashtag over the past few days. Congrats to the winners 🙌! I'm a proud 2016 alum (RTL group 🙌!).

💬 1 🔄 1 ❤️ 9 ✉️

Matteo Costa @MatteCosta · 16h

Best way to end this year's amazing edition of #TMB17: @kakkmaddafakka #gig! So good to celebrate with talents and @BertelsmannCYOC people!



💬 🔄 1 ❤️ 3 ✉️

#TMB – 50 Days later: Winner´s Trips



#TMB – The long-term Perspective


So what? 

#TMB – Online Communities

<  David Wevers hat eine Datei in der Gruppe „TMB Alumni Hubs“ hochgeladen.
Donnerstag um 19:52 · 

Investment Associate (m-w) G+J Digital Ventures.pdf

 Gefällt mir  Kommentieren

 Du, Colin Lovrinovic und 10 weitere Personen

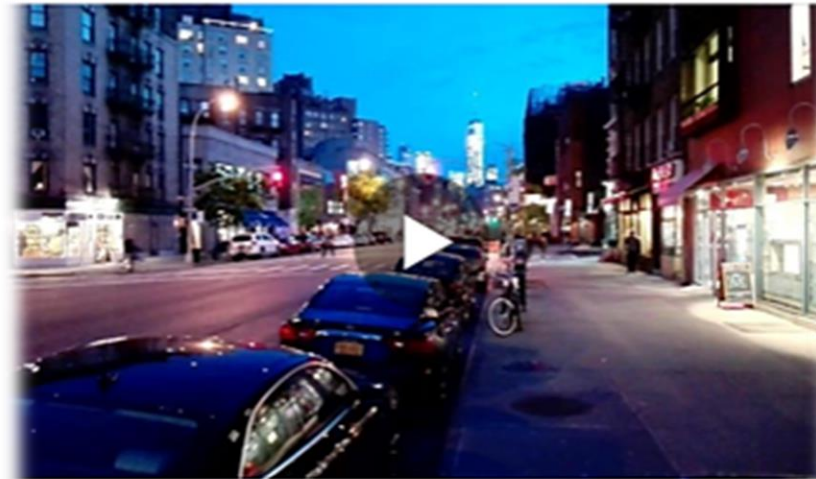
 Asier Sarasua
Will share it in my LinkedIn network!
 
3 Tage  Gefällt mir  Antworten  1

 Dear David, I am contacting you regarding the vacancy at G+J Digital Ventures. The position is quite exciting for me. Hence, I would be happy if we could get in touch. Kind regards,

28 Min.  Gefällt mir  Antworten  1







 Thomas Richter
10. März um 20:41

Hey New Yorkers! I'd like to do a TMBx meetup on April 30 around eightish in Manhattan. Last year I already met **Amy Chen**. Let's find a nice restaurant! [You may also give hints considering meetups or public lectures, museums, concerts to attend.] I would be very delighted to get to know many of you! Who would like to join me?



 Du, Amy Chen und 2 weitere Personen

 David Wang ist mit Cécile Gros und Aaron Merlin Defort hier:  Paris, France.
9. März um 22:20 · Paris, Frankreich

Talent Meets Bertelsmann in Paris!  Alumni Hub 
We always lit    



  Du, Estelle Zanga und 30 weitere Personen

#TMB – Online Communities



Amy Chen hat einen Link geteilt.

3. März um 19:15



Hi TMB alumni! 😊 For those in NYC, I invite you to join an upcoming event with NYC Media Lab (where I work). We still have registration available for our Sports/Media/Tech conference on Tuesday.

MEDIA

NYCMEDIALAB.ORG

Events

Founded in 2010, NYC Media Lab is dedicated to dri...



10

1 Kommentar



Aimie-Sarah Carstensen-Henze

22. November 2017



Hi everybody, we´re growing with ArtNight and looking for great people who would like to work with us in Marketing & It! Maybe somebody of you is interested joining our Startup: <https://www.artnight.com/jobs/>
Have a great day!



Du, Ross Jennings und 8 weitere Personen



Midzung Kieu

3. November 2017



Hi everyone, a friend of mine **Patricio BP** from the USA is looking into expanding a bike-sharing business into Germany and is looking for any contacts that might be interested in working with them. "We are ready to go but are just missing a local team in Frankfurt but are looking to work in Berlin, Hamburg, etc. Would you know anyone interested in tech startups and in city planning/transportation? The profile is basically a super entrepreneurial operations and logistics manager."

Let me know if anyone is interested!... Mehr anzeigen



1

3 Kommentare

#TMB – Alumni Events

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We host an alumni meeting for +100 people in Berlin each fall. By now, the TMB community consists of roughly 600 people that live and work on all continents.



Some work with Bertelsmann and its divisions (by now, up to VP or business units CEO level), a lot work with relevant competitors, some are startup owners, some are on their way to “make partner” in consulting firms, or work for Google, Facebook etc. If continued, this group of people will soon be one of the top-tier career networks in media and adjacent, on a national and international scale.

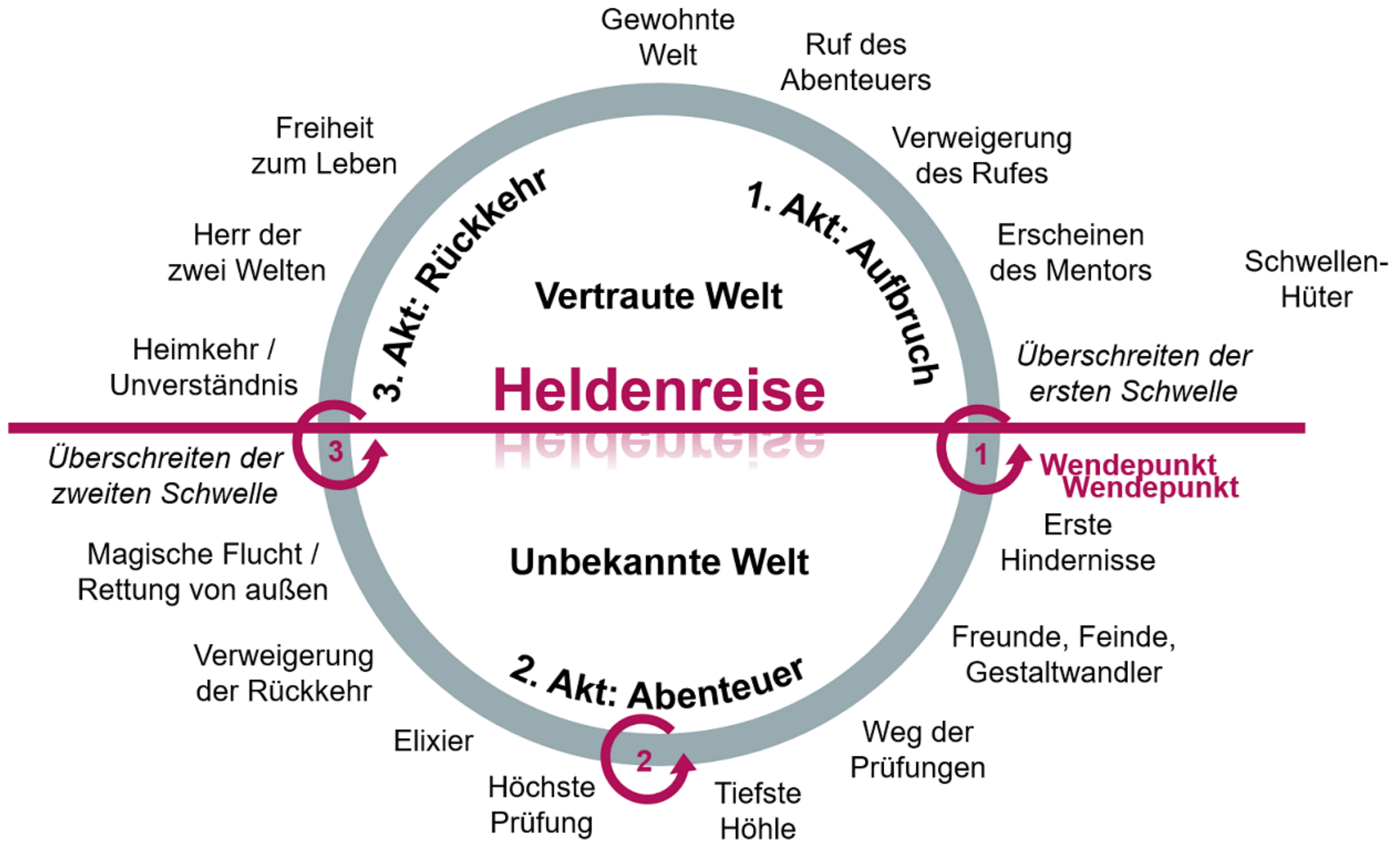


#TMB – Global Hubs

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The TMB community has now reached a “critical mass” in many cities around the globe. Therefore, we’ve started facilitate to regular face to face meetings with a “+1 policy” – because “good people know good people”.





#TMB – Why does it work?

Main Event

- Make it fun!
- Secure support by executive board!
- Make it tough!
- Make it exclusive! (“Rock Star Feeling”)
- Use the principle of the Hero’s Quest!

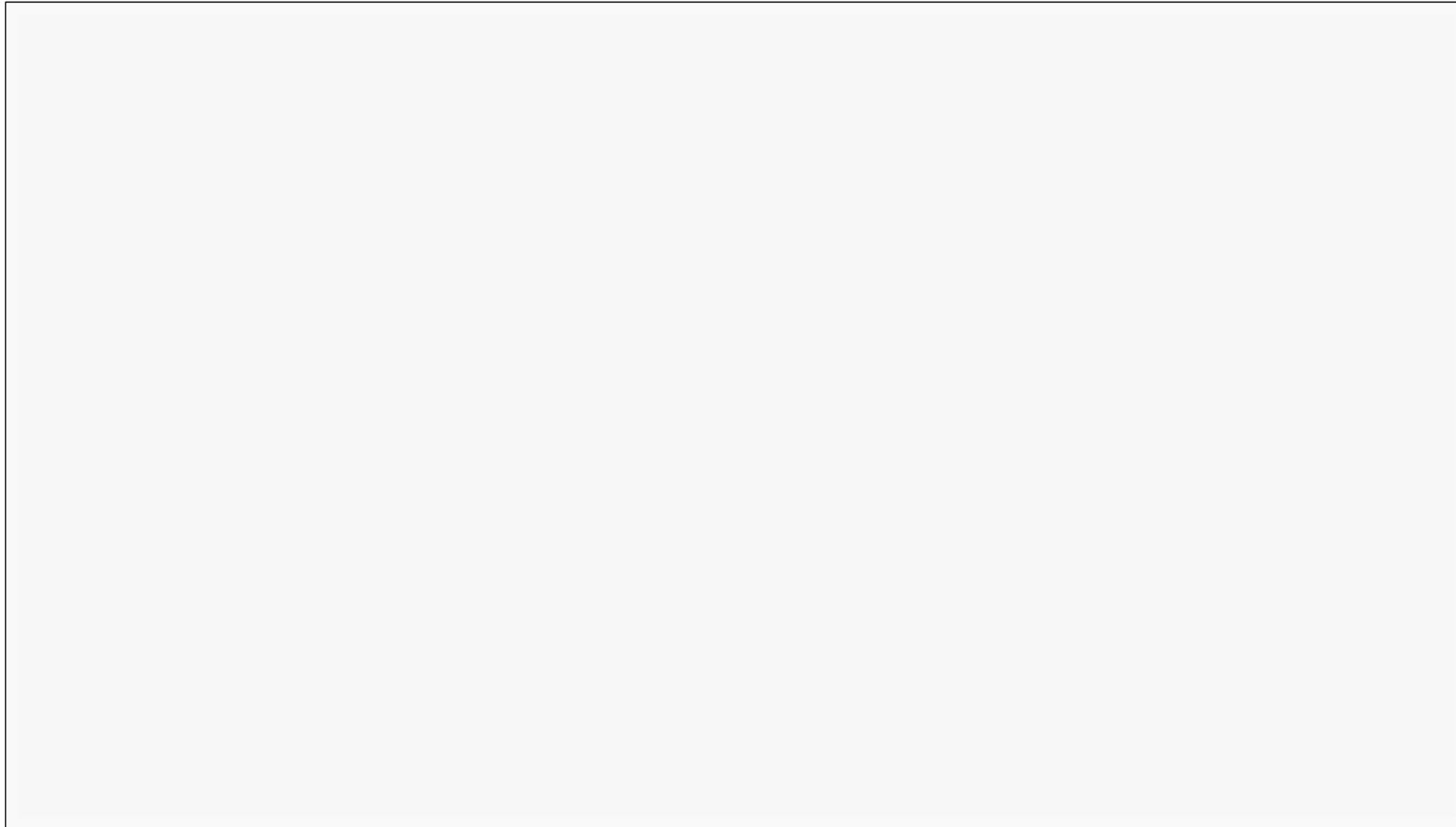
Alumni Community

- Make it easy!
- Make it personal!
- Make it continuous!
- Make it exclusive, but not obstructive!
- Make it generous!
- Delegate responsibility to the community!



Thank You!
#TMB

#TMB – 10th Anniversary Film



[Link](#)

#TMB Summary: A hybrid (internal + external) Talent Community

#TMB in a nutshell

- Since 2008, Bertelsmann invites some 60 outstanding students to the Bertelsmann Representative Office “Unter den Linden 1” in Berlin every summer.
- 2013 was the first year for international students to be invited, since then students from more than 25 countries participated.
- At the core, TMB is a case-study competition (48 hours on 3 days).
- The results are presented to members of the Executive Board.
- The event includes a dinner party and a private concert.
- We provide individualized career consulting and lots of networking opportunities.
- The three winning teams are taken on exceptional short trips to Bertelsmann’s global subsidiaries (e.g., New York, London, Madrid, Paris).
- All former participants become part of our unique TMB Alumni Community and are invited to an extraordinary alumni meeting in Berlin every Fall.
- Some 100 TMB alumni have already started their career at Bertelsmann since 2008.
- The TMB network has grown to roughly 600 participants.
- 2016, TMB alumni hubs were launched. TMB alumni now regularly meet face to face in cities such as Munich, Hamburg, Cologne, Paris, London, New York, and Palo Alto.

