



# TALENT ARENA

2 0 1 7

**TURKEY TALENT AND  
EMPLOYMENT SUMMIT**

**TÜRKİYE YETENEK VE  
İSTİHDAM ZİRVESİ**



Organizator

Career and Talent Management Association

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8 - 9 MAY  
2 0 1 7  
ANKARA  
ARENA

# TALENT WARS AT DIGITAL AGE



Turkey Talent and Employment Summit, TALENT ARENA'17 is focused on the topic "Talent War at Digital Age" this year. At the event university students and alumni will meet public and private sector managers and human resources specialists. On the other hand, talent acquisition strategies are going to be discussed at the panels.

# TALENT ARENA 2017



8-9 MAY  
2017  
ANKARA  
ARENA

# AT TALENT ARENA'17

4/  
TALENT 4.0

## BOOTHS AND CAREER EVENTS

National and international private and public firms, which are aware of talent acquisition's significance will have the opportunity to directly contact university students and alumni.

## PANELS

Rational answers for the question "Are you able to reach the Talents who will bring about Industry 4.0?" will be sought to surpass popular articles and usual presentations by gathering all parties relevant to talent management.

Career and Talent Management Association, which has internalized "**equal opportunities for all**" principle, is going to organize **TALENT ARENA'17** at Ankara Arena on 8-9 May.

# REASONS TO PARTICIPATE

## BOOTHS AND CAREER EVENTS

It is beyond argument that Industry 4.0 strategy is crucial for competitiveness. Additionally, not only solid information technologies infrastructure but also talented workforce is essential to implement Industry 4.0. If the “talents” were to manage all the complex products and services, only then sustainable success could be achieved.

In order to contact the digital epoch’s essential “4.0 Talents” directly,  
By participating TALENT ARENA’17:

- DISCOVER AND RECRUIT TALENTS
- EMPOWER YOUR EMPLOYER BRAND
- TAKE YOUR PLACE IN THE NETWORK OF PUBLIC AND PRIVATE SECTORS’ MANAGERS AND SPECIALISTS



# TALENT ARENA 2017

WHO WILL  
VISIT  
YOUR  
BOOTH



University students  
from all across  
Turkey



Fresh graduates,  
skilled students

Experienced  
workforce





# THE OPPORTUNITIES



## 1. TEA & TALK

A warm and interactive atmosphere is provided for your managers to contact directly with young talents, to strengthen your organizational attractiveness, and to empower your employer brand.

## 2. WORKSHOP AND CASE STUDIES

Workshops on subjects of your choosing can be organized to attract students and alumni. Thus, interactive networking environment can be established for brainstorming where new ideas are discussed.

Group work sessions using case studies about real life subjects and problems are held, which result in alternative solutions and strong impact on young talents in short time.

# TO REACH TALENTS



### 3. JOB/INTERNSHIP APPLICATIONS AND INTERVIEWS

The talents that your firm needs currently or will need in future can be discovered and recruited. Job or internship postings of your company are published online in the Career and Talent Management System before the career fair and you can interview the applicants or the talents at your booth in the fair location without time loss.

### 4. SURPRISE EVENTS

Games, gifts, events etc. special to your organization can be provided or organized in order to attract students and alumni.





# REASONS TO PARTICIPATE

## PANELS TALENT WAR AT DIGITAL AGE

At TALENT ARENA17's first day public and private sector senior managers will address the subject **"Are you able to reach the Talents who will bring about Industry 4.0?"** in all aspects. Higher education institution representatives, defense industry, private sector and public sector managers, which are responsible for human resources and talent management, will discuss the current situation, the applications and the ideal state for attracting and acquiring the talents.

**Session 1:** What is our Position in Talent Development on International Scale?

**Session 2:** How does Private Sector Attract and Acquire Talents?

**Session 3:** Which Talents does the Defense Industry Target?

**Session 4:** Whom do the Public Institutions Target as Talents?

# PROMOTION OPPORTUNITIES

TALENT ARENA17's promotion is going to be conducted nationwide via various platforms. Sponsors and participants will be placed in all the printed and digital materials.



# TALENT ARENA





# NATIONAL MEDIA

Various methods will be utilized to increase the public awareness and recognition level of Talent Arena'17:

- Press releases
- TV programs
- Newspaper reports
- News and interviews before the summit
- Special interviews during the summit
- Press bulletin, news and interviews after the summit will be organized.

## LIVE BROADCAST

Talent Arena'17 will be broadcasted live on [www.kyyd.org.tr](http://www.kyyd.org.tr).

## SOCIAL MEDIA

TECF will be promoted directly to above 500.000+ users via LinkedIn, Twitter and Facebook simultaneously. The campaign will also be supported via social media platforms such as nstagram, Youtube and Periscope.



FOR  
INDUSTRY 4.0  
**ON WHICH  
LEVEL IS YOUR  
TALENT?**

**MAILING**

Before the summit;

- All university students in Turkey, especially juniors and seniors
- Alumni association members
- Young talents, who are the members of the chambers of various fields
- Firms located in technoparks
- Public institutions
- Public industrial technology companies
- University students and firms utilizing HR portals
- Firms residing in organized industrial zones
- Member firms of various chambers of industry any commerce
- Job-seeking university students registered to ISKUR's nationwide offices

will be contacted via e-mail.

**ONLINE**

The event will be promoted nationwide on various institutions' websites such as:

- Universities supporting the summit
- Alumni associations
- University career centers
- Chambers of commerce and industry
- Technoparks
- Chambers of various fields
- Organized industrial zones
- HR portals

**ON-CAMPUS ADVERTISEMENT**

Talent Arena will be advertised at universities supporting the event.

- Posters will be placed at campus billboards.
- Universities and faculties' websites will have the event banners. Additionally, summit news will be posted on universities' websites, social media accounts, newspapers, magazines, radio and TV.



## **TURKEY TALENT AND EMPLOYMENT SUMMIT**

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### **EVENT BROCHURE**

Sponsors' logos and all participant firms' names and booth locations will be published in the event brochure. The brochure will be distributed to all visitors during the summit.



# CAREER AND TALENT MANAGEMENT ASSOCIATION - TALENT PLATFORM (CTMA-TP)

**Are you able to  
reach the Talents who  
will bring about Industry 4.0?**

CTMA-TP is an online career portal, where it hosts university students & alumni and employer accounts. Fundamentally, students & alumni upload their resumes and make their applications; on the other hand, employers post & announce their job ads and view resume books.

Aside from job posting and CV exploring employers can strengthen their employer brand by creating and enhancing their company profile in TP.

CTMA-TP's distinctiveness arises from being an up to date database **where career conscious university student/alumni talents are present.** Only the firms participating in CTMA's events can utilize this tool.

**By sponsoring the summit your company logo will be located in TP's student/alumni pages.**



# PARTICIPATION ALTERNATIVES

## SUMMIT SPONSORS

The firms' logos and names will be placed in the materials/platforms written below as "Summit Sponsor":

- Talent Arena'17 printed materials
- CTA website (links will be provided to the firms' websites)
- TP's student/alumni pages
- Supporter universities' websites
- All websites promoting Talent Arena'17
- Mailing
- Press releases
- All printed and visual materials at summit grounds
- Event brochure

Also;

- Location will be provided 2-days long to organize events such as Tea & Talk, interviews and presentations for students and alumni.
- Booth area of 15m<sup>2</sup> will be provided.
- 5-person lunch will be supplied to each sponsor.
- The sponsors can distribute their own promotion materials during the summit.
- The firm can organize gift draws during the summit.
- The firm's logo will be placed in the "Last Year's Sponsors" section of Talent Arena'18 Booklet.

**At CTMA-TP;**

- The firm will be able to utilize the system 1-year long free of charge.
- The firm will be supported at the creation of "Employer Profile" (the materials will be provided by the sponsors).

# PARTICIPATION ALTERNATIVES

## PANEL SPONSORS

For each panel only 1 sponsor will be accepted. The firms' logos and names will be placed in the materials/platforms written below as "Panel Sponsor":

- Panel area
- Panel program and other panel-related printed materials
- Talent Arena'17 printed materials
- CTA website (links will be provided to the firms' websites)
- TP's student/alumni pages
- Supporter universities' websites
- All websites promoting Talent Arena'17
- Mailing
- Press releases
- Event brochure

Also;

- Location will be provided 2-days long to organize events such as Tea & Talk, interviews and presentations for students and alumni.
- Booth area of 15m<sup>2</sup> / 16m<sup>2</sup> will be provided.
- 5-person lunch will be supplied to each sponsor.
- The sponsors can distribute their own promotion materials during the summit.
- The firm can organize gift draws during the summit.
- The firm's logo will be placed in the "Last Year's Sponsors" section of Talent Arena'18 Booklet.

**At CTMA-TP;**

- The firm will be able to utilize the system 1-year long free of charge.
- The firm will be supported at the creation of "Employer Profile" (the materials will be provided by the sponsors).

# PARTICIPATION ALTERNATIVES

## STANDART PARTICIPANTS

- The firm's name will be placed in "Participant Firms" section of the summit web page.
- The event brochure will contain the firm's name and booth location.
- The firm will be able to utilize CTMA-TP 1-year long free of charge.
- 2-person lunch will be supplied to each firm.
- Minimum 6m<sup>2</sup> booth area will be provided.\*

- The firm can distribute its own promotion materials during the summit.
- The firm can organize gift draws during the summit.
- The firm's name will be placed in the "Last Year's Participants" section of Talent Arena'18 Booklet.

\* Booth areas have 2m depth and 3m width. The firms may choose to hold two booth areas.



# LAST YEAR

from  
133  
Different Universities

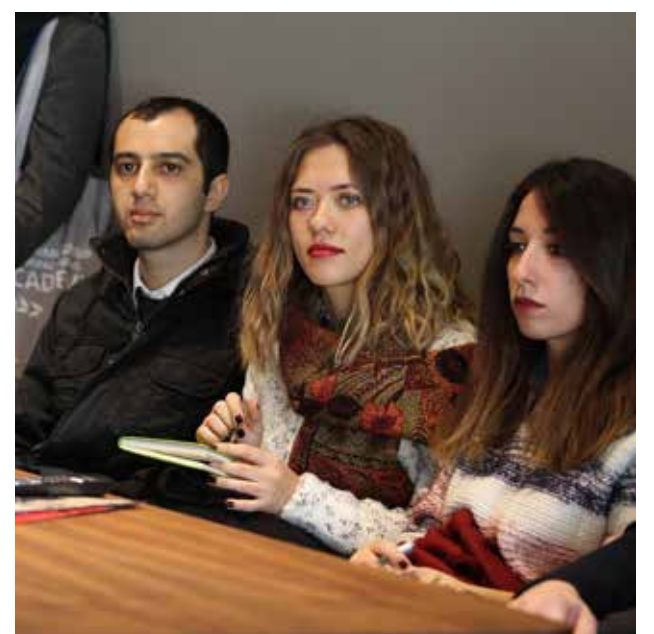
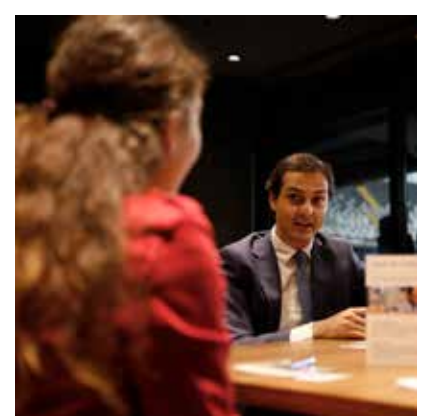
6287  
student/alumni visitors

70  
firms

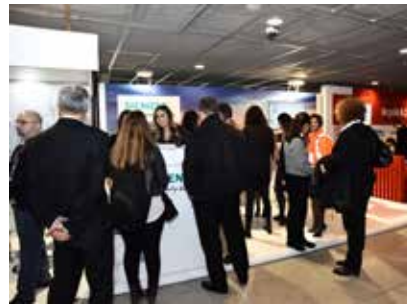
74  
organized  
Career  
Events





















# LAST YEAR'S

## SPONSORS



Mercedes-Benz



## PARTICIPANTS

Akçansa  
Albaraka Türk  
Asseco see  
Atlas Proekt  
Aydınlı Grup  
Bereket Enerji  
Bilişim Destek Hizmetleri  
CBI LAB  
CMS Jant  
Çimsa  
Defacto  
Doğuş Teknoloji  
Ekos Grup  
Eksim Yatırım Holding  
Erbakır  
Faurecia  
Filli Boya  
Ford Otosan  
Garanti Bankası  
Havelsan  
Hayat Kimya  
Hexagon Studio  
İŞKUR  
Karaca  
Kariyernet  
Kentkart  
Kesir Mühendislik  
Kone Asansör  
LAV  
Lila Kağıt  
Link Yapı  
Logo Yazılım  
L'Oréal  
Migros  
MTU Motor  
Neta Elektronik  
Oyak Renault  
Pl. Works  
Penta Teknoloji  
Prysmian Group Türkiye  
Roketsan  
Sanko Holding  
Secretcv  
TAI  
Torrecid Seramik  
Toyota  
Uniqlo  
Vakıfbank  
Vektora Bilişim  
Veripark  
Yenibiriş  
Ziraat Teknoloji

# LAST YEAR'S

## VISITOR UNIVERSITIES

ABANT İZZET BAYSAL  
UNIVERSITY

ABDULLAH GÜL UNIVERSITY

ACIBADEM UNIVERSITY

ADNAN MENDERES  
UNIVERSITY

AFYON KOCATEPE  
UNIVERSITY

AKDENİZ UNIVERSITY

AKSARAY UNIVERSITY

ALANYA ALAADDİN KEYKUBAT  
UNIVERSITY

AMASYA UNIVERSITY

ANADOLU UNIVERSITY

ANKARA UNIVERSITY

ATATÜRK UNIVERSITY

ATILIM UNIVERSITY

AVRASYA UNIVERSITY

BAHÇESEHIR UNIVERSITY

BALIKESİR UNIVERSITY

BARTIN UNIVERSITY

BAŞKENT UNIVERSITY

BATMAN UNIVERSITY

BAYBURT UNIVERSITY

BEYKENT UNIVERSITY

BİLECİK SEYH EDEBALI  
UNIVERSITY

BİRÜNİ UNIVERSITY

BİTLİS EREN UNIVERSITY

BOGAZİÇİ UNIVERSITY

BOZOK UNIVERSITY

BÜLENT ECEVİT UNIVERSITY

CELÂL BAYAR UNIVERSITY

CUMHURİYET UNIVERSITY

ÇAG UNIVERSITY

ÇANAKKALE ONSEKİZ MART  
UNIVERSITY

ÇANKAYA UNIVERSITY

ÇANKIRI KARATEKİN  
UNIVERSITY

ÇUKUROVA UNIVERSITY

DİCLE UNIVERSITY

DOĞU AKDENİZ UNIVERSITY

DOĞUŞ UNIVERSITY

DOKUZ EYLÜL UNIVERSITY

DUMLUPINAR UNIVERSITY

DÜZCE UNIVERSITY

EGE UNIVERSITY

ERCİYES UNIVERSITY

ERZİNCAN UNIVERSITY

ERZURUM TEKNİK  
UNIVERSITY

ESKİŞEHİR OSMANGAZİ  
UNIVERSITY

FATİH SULTAN MEHMET VAKIF  
UNIVERSITY

FIRAT UNIVERSITY

GALATASARAY UNIVERSITY

GAZİ UNIVERSITY

GAZİANTEP UNIVERSITY

GAZİOSMANPAŞA  
UNIVERSITY

GEBZE TEKNİK UNIVERSITY

GEDİK UNIVERSITY

GÜMÜŞHANE UNIVERSITY

HACETTEPE UNIVERSITY

HALIÇ UNIVERSITY

HARRAN UNIVERSITY

HASAN KALYONCU  
UNIVERSITY

HİTİT UNIVERSITY

İŞIK UNIVERSITY

İHSAN DOĞRAMACI BİLKENT  
UNIVERSITY

İNÖNÜ UNIVERSITY

İSKENDERUN TEKNİK  
UNIVERSITY

İSTANBUL AREL UNIVERSITY

İSTANBUL AYDIN UNIVERSITY

İSTANBUL BİLGİ UNIVERSITY

İSTANBUL ESENYURT  
UNIVERSITY

İSTANBUL GELİŞİM  
UNIVERSITY

İSTANBUL KEMERBURGAZ  
UNIVERSITY

İSTANBUL KÜLTÜR  
UNIVERSITY

İSTANBUL MEDENİYET  
UNIVERSITY

İSTANBUL MEDİPOL  
UNIVERSITY

İSTANBUL RUMELİ  
UNIVERSITY

İSTANBUL SABAHATTİN ZAİM  
UNIVERSITY

# LAST YEAR'S

## VISITOR UNIVERSITIES

İSTANBUL ŞEHİR  
UNIVERSITY

İSTANBUL ŞİŞLİ VOCATIONAL  
COLLEGE

İSTANBUL TECHNICAL  
UNIVERSITY

İSTANBUL COMMERCE  
UNIVERSITY

İSTANBUL UNIVERSITY

İSTİNYE UNIVERSITY

İZMİR ECONOMY UNIVERSITY

İZMİR KATİP ÇELEBİ  
UNIVERSITY

İZMİR INSTITUTE OF  
TECHNOLOGY

KADİR HAS UNIVERSITY

KAHRAMANMARAŞ SÜTÇÜ  
İMAM UNIVERSITY

KARABÜK UNIVERSITY

KARADENİZ TECHNICAL  
UNIVERSITY

KASTAMONU UNIVERSITY

KIRIKKALE UNIVERSITY

KIRKLARELİ UNIVERSITY

KİLİS 7 ARALIK UNIVERSITY

KOCAELİ UNIVERSITY

KOÇ UNIVERSITY

KTO KARATAY UNIVERSITY

MALTEPE UNIVERSITY

MARMARA UNIVERSITY

MEF UNIVERSITY

MEHMET AKİF ERSOY  
UNIVERSITY

MERSİN UNIVERSITY

MİMAR SİNAN FINE  
ARTS UNIVERSITY

MUĞLA SITKI KOÇMAN  
UNIVERSITY

MUNZUR UNIVERSITY

MUSTAFA KEMAL  
UNIVERSITY

NAMIK KEMAL UNIVERSITY

NECMETTİN ERBAKAN  
UNIVERSITY

NEVŞEHİR HACI BEKTAŞ VELİ  
UNIVERSITY

NİŞANTAŞI UNIVERSITY

OKAN UNIVERSITY

ONDOKUZ MAYIS UNIVERSITY

MIDDLE EAST TECHNICAL  
UNIVERSITY

OSMANİYE KORKUT ATA  
UNIVERSITY

ÖMER HALİSDEMİR  
UNIVERSITY

ÖZYEĞİN UNIVERSITY

PAMUKKALE UNIVERSITY

PİRİ REİS UNIVERSITY

SABANCI UNIVERSITY

SAKARYA UNIVERSITY

SELÇUK UNIVERSITY

SİİRT UNIVERSITY

SÜLEYMAN DEMİREL  
UNIVERSITY

ŞIRNAK UNIVERSITY

TOBB ECONOMY AND  
TECHNOLOGY UNIVERSITY

TRAKYA UNIVERSITY

TÜRK-ALMAN UNIVERSITY

ULUDAĞ UNIVERSITY

UŞAK UNIVERSITY

ÜSKÜDAR UNIVERSITY

YALOVA UNIVERSITY

YAŞAR UNIVERSITY

YEDİTEPE UNIVERSITY

YENİ YÜZYIL UNIVERSITY

YILDIZ TECHNICAL UNIVERSITY

YÜZÜNCÜ YIL UNIVERSITY