

3-week course

APPLICATION BOOTCAMP

Making applications is like advertising: Our 3-week course is aimed at job seekers who are already familiar with design programs and have installed them on their computers. In the course you will learn how to design a convincing advertising campaign and apply the techniques for your application. This means you will analyse your skills and your target group, carry out a market analysis and develop an idea for the application campaign. The implementation is largely independent: Key visual, letter of motivation, CV, website, video, social media. You will be supported throughout the course by advertising professionals, designers and HR specialists, but there will be no software

YOU WORK IN THREE PHASES

✓ CONCEPT

Product analysis, market analysis, main message, idea

✓ REALISATION:

Copywriting, design, web, social media, video

✓ FINALISATION:

Test application, presentation, interview training, test interview

OUR METHOD:

Learning by doing: Individual coaching and team workshops combined with microlearning and independent learning. Each participant enjoys 20 minutes of personal coaching daily. This approach ensures effective results through personal support and collaborative learning.

Helping you to help yourself: We provide you with the tools and instruments; you implement everything yourself. This allows you to adjust your campaign as needed.

Coached by industry experts: Practical experience and theoretical knowledge.

IMPLEMENTATION AND DURATION:

Implementation exclusively online. 3 weeks of 5 days. Workshops and coaching take place from 9.00 a.m. to 12.00 p.m. In the afternoon, the participants work independently on their projects.

RESULT

✓ COVER WITH KEY VISUAL, MOTIVATION LETTER, RESUME WITH PERSONAL BRANDING AND MAIN MESSAGE.

✓ BECOMING FAMILIAR WITH THE SWISS LABOR MARKET AND ITS RULES.

✓ ADDITIONAL MEDIUM OF YOUR CHOICE E.G. WEBSITE, SOCIAL MEDIA PRESENCE, VIDEO.

✓ OUTSTANDING APPLICATION, MORE SELF CONFIDENCE IN THE JOB INTERVIEW.

REQUIREMENTS:

- Good knowledge of computer and graphic programs (Affinity, Adobe, Canvas).
- Motivation to participate in a three-week intensive course.
- English language skills B1.
- Good resilience. The course is intensive and demanding.
- Computer with webcam and internet access.

REGISTRATION ONLINE ONLY:

<https://ba-database.ch/registration>

3-week course

MORE INFORMATION

TARGET GROUP

- Job and contract seekers who want to attract attention with an application or presentation.
- Marketing and communication specialists, advertisers, graphic designers, photographers and others from the communication industry.
- People with strong implementation skills who need conceptual support.
- English-speaking foreign professionals and executives who have worked in international companies and wish to integrate sustainably into Switzerland, becoming familiar with the Swiss labor market and its rules.

LEARNING GOALS

1. The participants are familiar with the work steps conception, realisation, and finalisation and can apply them independently.
2. The participants know their target group and how they can be reached.
3. The participants have an outstanding application campaign. This includes the standard application dossier plus at least one further measure.
4. The participants can adapt the application documents themselves at any time.

DEGREE/CERTIFICATE

Course confirmation.*

* The bewerbeagentur is eduQua certified.

IMPLEMENTATION

The course is conducted exclusively online.

A computer with a webcam and internet access is required.

NUMBER OF PARTICIPANTS

The course will be conducted with a minimum of 5 participants.

Maximum capacity is 12 participants.

COURSE FEES

3900 CHF. Job seekers registered with a regional employment office (RAV/OPR) can submit an individual course request. Talk to your advisor.

PROVIDER

bewerbeagentur

Applications that stand out

Application Bootcamp

www.applicationbootcamp.ch

info@bewerbeagentur.ch

043 811 73 20 (Mo–Do, 09:00 -12:00 Uhr)

Registration online only

