



Offer

ADAN Career Day 2024

-be part of change-

In partnership with



DEI is the right thing to do and drives business results

Our belief

Powerful businesses have a unique **opportunity** to meaningfully drive broader **societal good**.

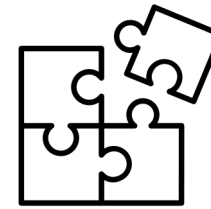
And they **must** play a role in **advancing DEI** both inside and outside their four walls in order to continue to lead in their sectors.

When companies have **diverse management** teams



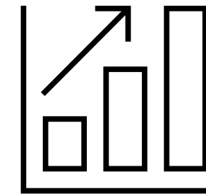
45%
More likely to report
market share
growth

When companies have **both diverse and inclusive** teams in place (vs. org with low diversity and no inclusion)



5X
More likely to
innovate

From **engaged business units** (i.e., workers are enthused by their work/workplace)



20%
Increase in sales

Review ADAN Career Day 2023 in partnership with LinkedIn – Facts & Figures



500+

Virtual attendees



520+

In-person participants



20+

Top Companies



203.591

People reached digitally



"The ADAN Career Day 2023 exceeded our expectations. The quality of the career fair, talks, participants and the vibe was outstanding, bringing together companies and BPoC talent in a meaningful way. We highly value the professional partnership with ADAN, aligning with LinkedIn's vision to create economic opportunity for every member of the global workforce"

Gaby Wasensteiner

Senior Brand Manager @LinkedIn Germany



Testimonial Companies ADAN Career Day 2023



"Working with ADAN Impact in line with hosting our recruiting events, publishing opportunities and events through their channels as well as participating at their ADAN Career Day annually has enabled us to build a pipeline of diverse talent which resulted in successfully recruiting diverse talent"

Eleonora Bechthold,
McKinsey & Company
Junior Recruiter



"A young man said to me during #ADANCareerDay: "This is my first time meeting so many BPoC's at a single career fair." 😊 Thank you ADAN Careers for making this possible. **It was a wonderful avenue to connect and network, the atmosphere was fantastic and the team spirit from all participating companies was simply amazing.** In sum: An awesome event! 😎 **Special appreciation to team LinkedIn!**"

Kenny Smiles Larthey,
Microsoft
EMEA University Recruiter



"Der ADAN Career Day hat uns die wunderbare Möglichkeit geboten, die Deutsche Bundesbank als Arbeitgeber in der BPoC-Community bekannter zu machen. Die familiäre Atmosphäre dieses Events ist einzigartig unter den Karrieremessen. Wir hatten viele Erfolg versprechende Gespräche und freuen uns auf die erneute Teilnahme"

Mario Stolzenbach,
Deutsche Bundesbank
Employer Branding

Be a part of the ADAN Career Day 2024 – Your Advantages at a Glance



Access to talents

Access a pool of BPoC talent with valuable skills as well as diverse experience to increase your talent pipeline



Targeted Recruiting

Identify talents beforehand via our CV database and arrange job speed interviews onsite and recruit diverse



Visibility & Employer Branding

Increase your visibility and show what your company has to offer students and young professionals from diverse backgrounds.



Interaction

Actively exchange ideas with ambitious BPoC and learn first-hand how your company is perceived by a diverse audience.



In-person



19. April 2024
Messe Frankfurt
Kap Europa



10AM-6PM
(CET)



**Booth on-site is customized for you,
make use of your space to present
your company as a employer of choice !**



Past participating Companies ADAN Career Day 2019-2023 & Clients

 zalando

 IBM

 ABB



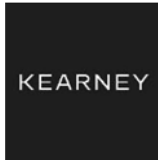
 **Dow**
Seek Together™

BERTELSMANN

 EUROPEAN CENTRAL BANK
EUROSYSTEM

MAYER | BROWN

 Meltwater

 KEARNEY

 accenture

Allianz 

CREDIT SUISSE 

 BMG

 **STIHL**®

 Swiss Re

McKinsey
& Company

 Google

 pwc

 SANOFI

 SET

fieldfisher



SIEMENS

WHU 
Otto Beisheim School of Management

 CORMART

 GOPA
Consulting Group

AstraZeneca 

 HAGER.
HORTON INTERNATIONAL

exficon
export finance consulting
tender agency desk

ebay

 UBS

 DB

 ODDO BHF

 HISCOX

 DEUTSCHLANDSTIFTUNG
INTEGRATION

About Us- ADAN e.V. – ADAN Impact GmbH



ADAN e.V.



ADAN Impact GmbH



- Founded in 2014 as diaspora organization for Afro-German, African and Africa-interested students and young professionals.
- Aimed at providing an exchange platform on career and personal development, at making diversity visible and to present role models from different fields to members.
- Also aims at presenting Africa as a continent of opportunity and to build a bridge between Africa and Europe.
- A legal entity born in 2021 out of ADAN e.V. to enhance Impact for the community work
- Hosts the ADAN Career Day on behalf of ADAN e.V., with the aim to connect BPoC talent with companies seeking to attract, recruit, retain and develop BPoC talent.

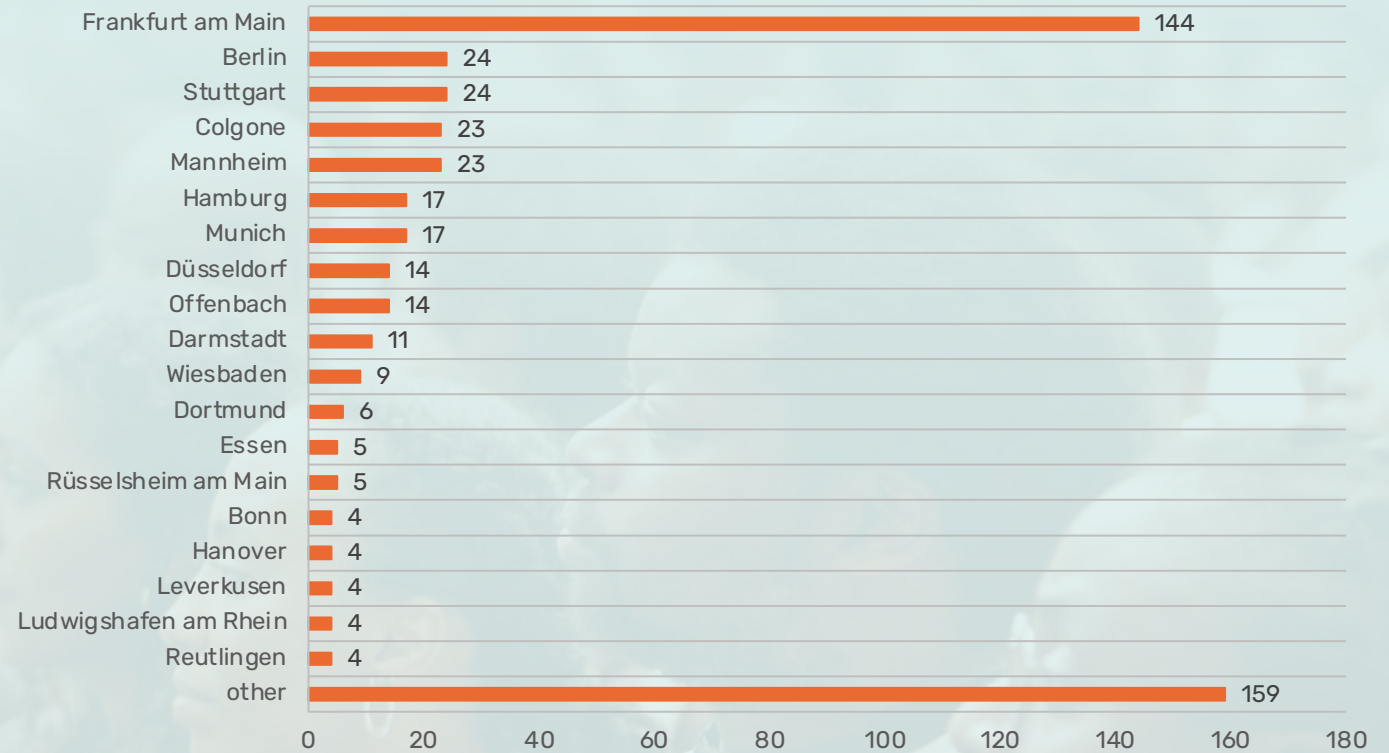


Overview Participants ***ADAN Career Day 2023***



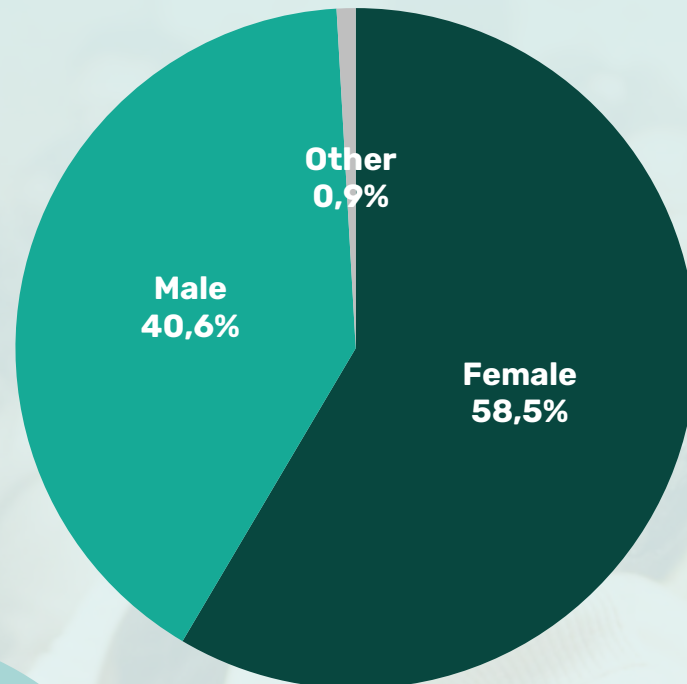
***515 participants* were from Germany,
32 participants* came from foreign countries***

City of origin of german participants (515)

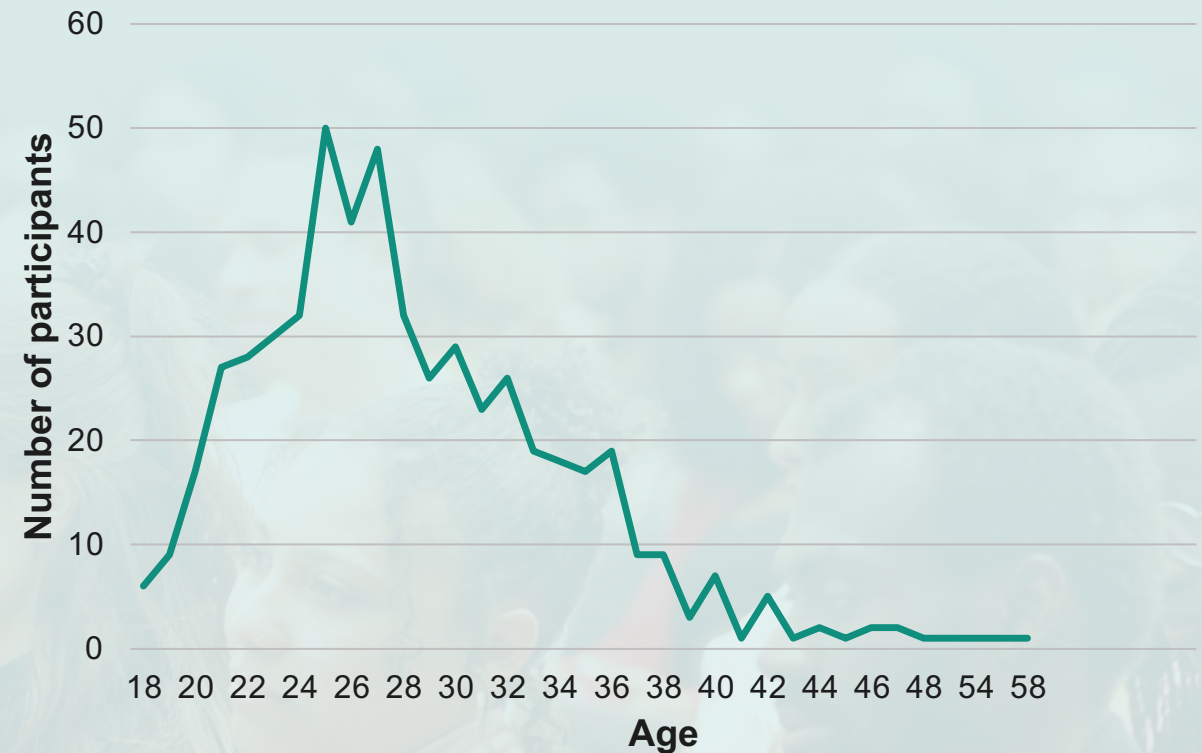


Most participants* are between the ages of 20 and 36, 58,4% identify as female, 40,7% as male

Gender of participants

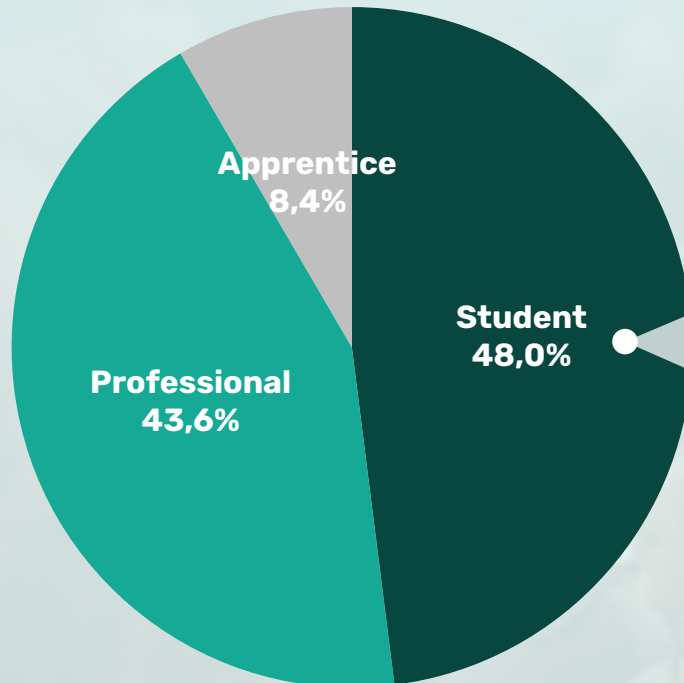


Average age: 28,3

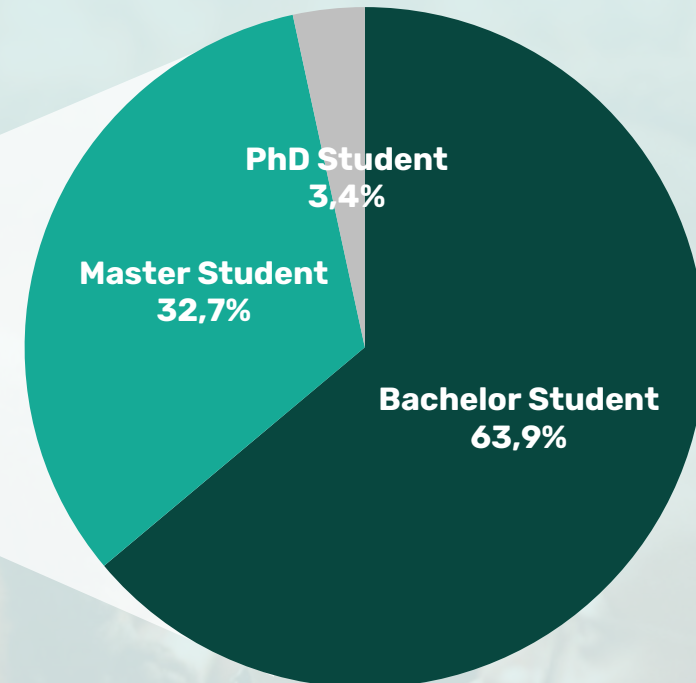


**44% of the participants are professionals,
48% are students (33% master students / 64%
bachelor students)**

**Distribution of
professionals vs. students**



**Distribution of Bachelor,
Master and PhD students**



Top 3 fields of study and top 3 of professional occupations

Fields of study

1. Business (62,16% Business, 37,84% International Business)	15,4%
2. Economics (80,56% Economics, 19,44% Economics & Finance)	12,6%
3. Computer Science (IT)	6,7%
3. Social Science	6,7%
5. Engineering	5,9%
6. Management	3,9%
7. Law	2,4%

Top 3 are Business, Economics, Computer Science and Social Science

Professional occupation

1. IT	8,0%
2. Consulting	7,6%
3. Marketing	6,3%
4. Finance & Accounting	5,5%
4. HR / Talent Acquisition	5,5%
6. Business Development	5,0%
7. Social work	2,4%

Top 3 are IT, Consulting and Marketing

The professional experience of the participants is diverse and increases depending on age

Distribution of the professional experience of the participants*



OVERVIEW
Further Offering
ADAN Impact

Recruiting ethnic diverse talent requires a dedicated strategy and can address talent shortage

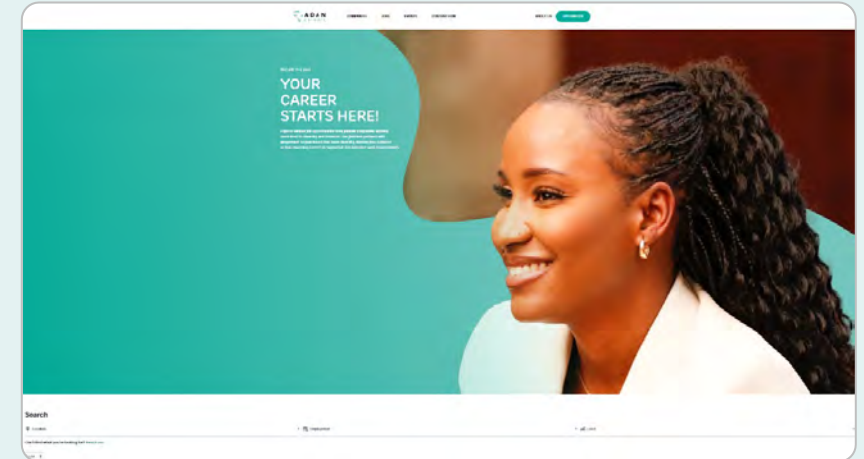


GET RECRUITMENT MARKETING

***Job Board:
Posting open roles on Job
Board***

***Qualified Job Ads:
CV database matching***

***ADAN Careers Branding
package: Digital Branding
campaign***



Divers talent is not attracted through traditional channels.
They need to be met where they are – This helps to build a dedicated Talent pool with the possibility to save time to hire and cost by actively accessing the pool when required

Recruiting ethnic diverse talent requires a dedicated strategy and can address talent shortage



KEEP & GROW RECRUITMENT EVENTS

***ADAN Career Day:
#1 Career fair for BPoC
professionals***

***ADAN Azubi Day:
Career fair focused on skill
workers and apprenticeship***

***ADAN Careers meets:
Personalised recruitment
event***



Job fairs and recruitment events are key strategies to strengthen your employer brand and directly get in touch with diverse talent. It parallelly offers existing employees to become brand ambassadors which increases their sense of belonging.