



THE HIGH-TECH
UNIVERSITIES
OF THE NETHERLANDS



STUDY
TECH IN NL
UNIVERSITIES OF
APPLIED SCIENCES

Internationale wervingscampagne: meer talent voor de Nederlandse semiconindustrie

Even voorstellen...



Audrey Bink
TU Delft



Jessica Hubers
De Haagse Hogeschool

Aanleiding

- Onderdeel van project Beethoven
- Om internationaal talent aan te trekken
- Noodzakelijk, want talent is veel en snel nodig
- De NL markt kan daar onvoldoende in voorzien
- Dus pijlen worden (ook) gericht op internationale markt
- Stay-rate verhogen

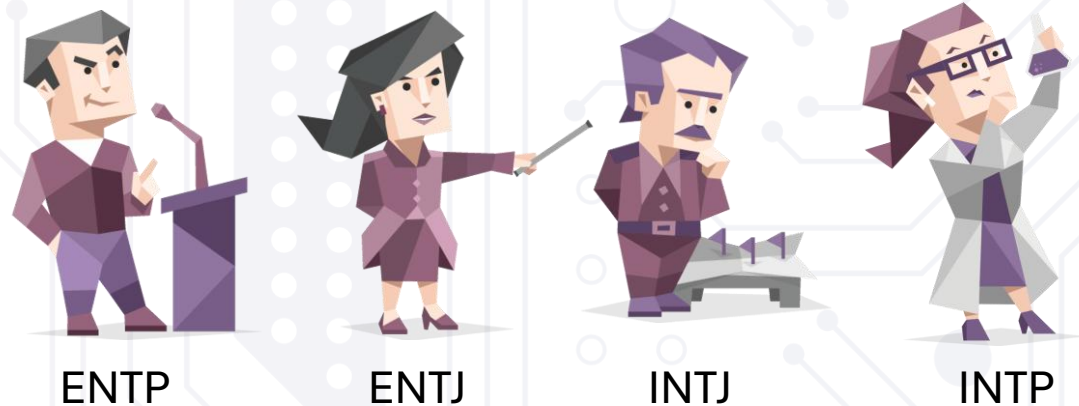


Landelijk samenwerken voor internationale impact

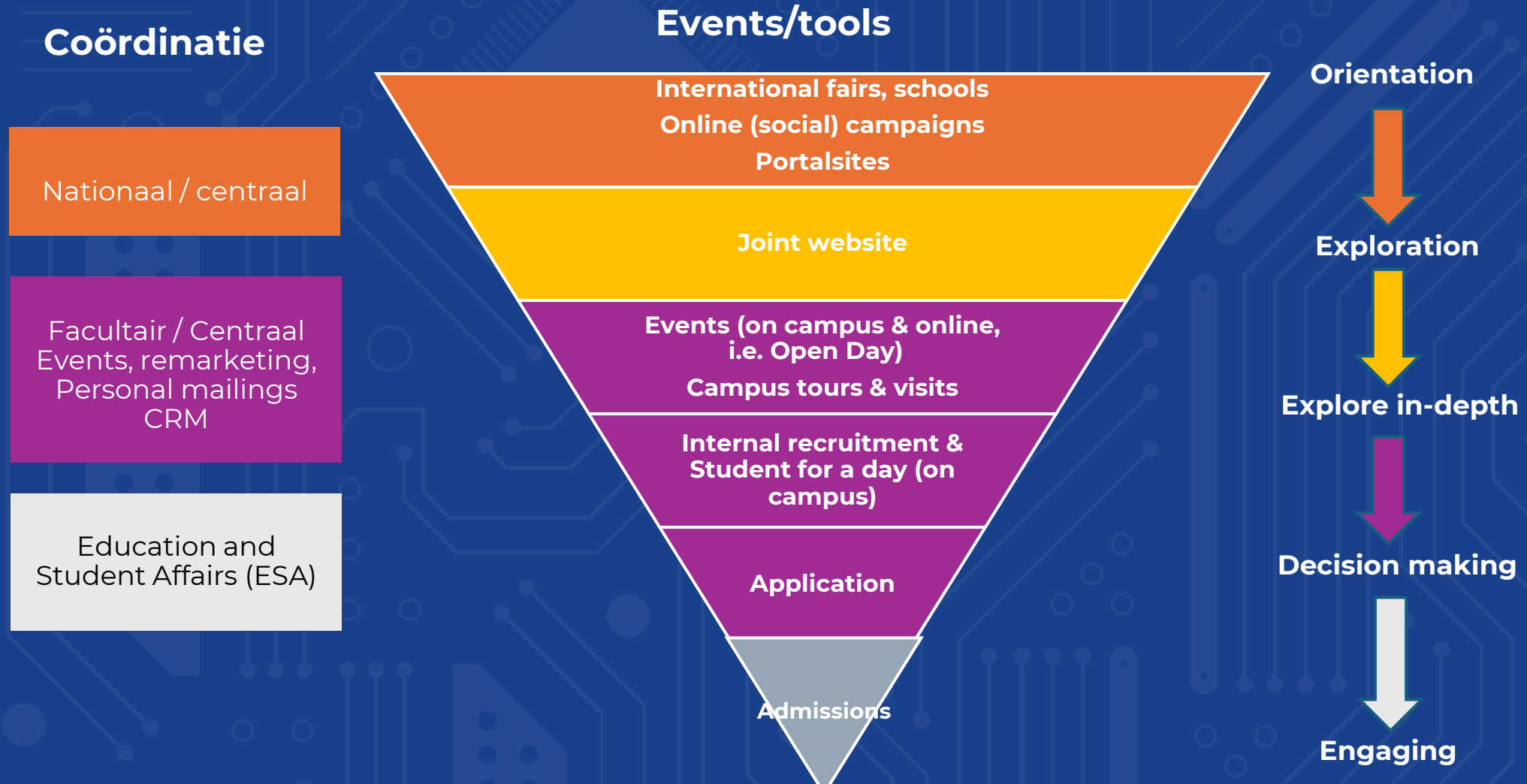
- 4 regio's
- 5 universiteiten
- 6 hogescholen
- 2 campagnes
- 5 landen

Vooronderzoek en opbouw

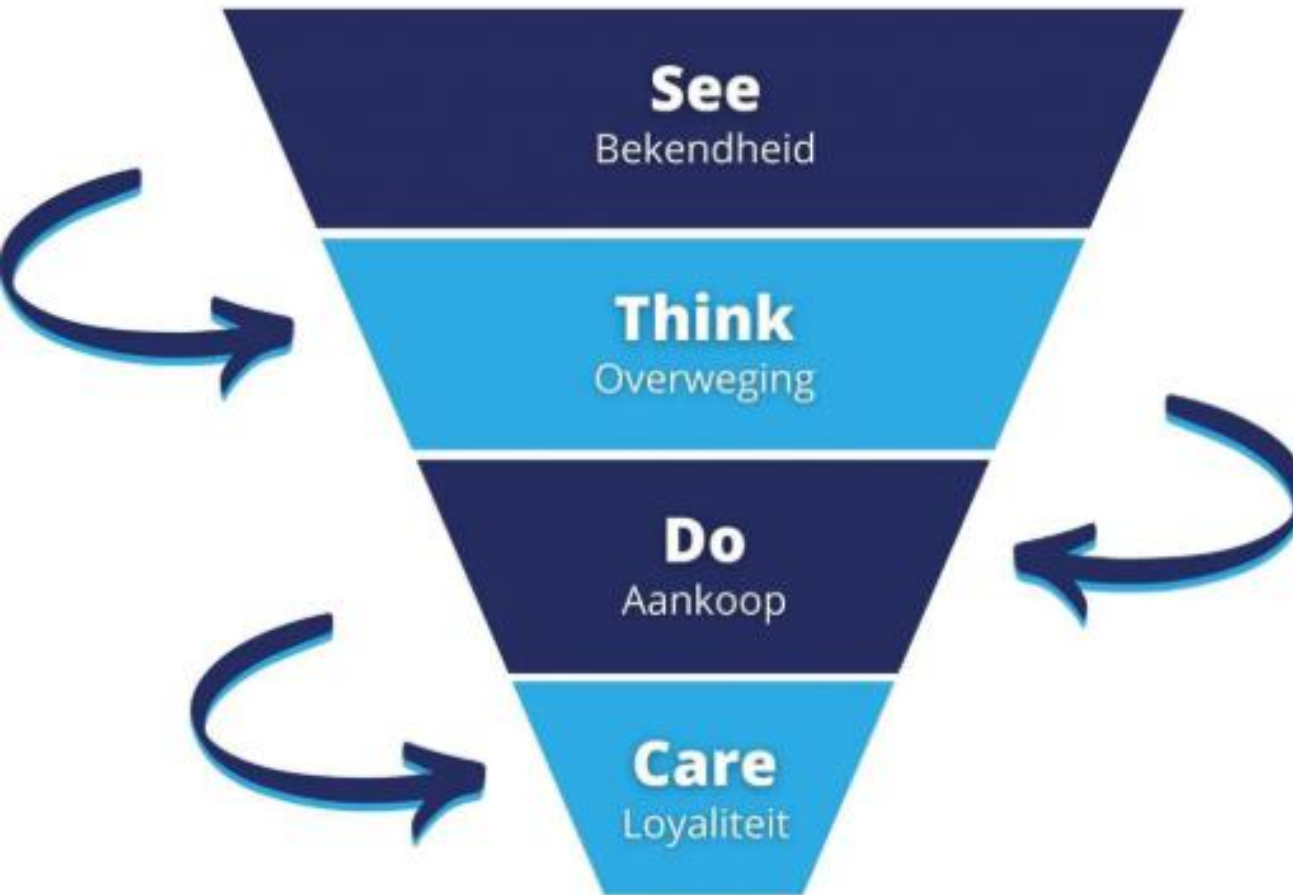
- Landen
- Points of influence, aan welke knop gaan we draaien
- Analyse van doelgroep: MBTI personas
- Analyse van doelgroep: kanalen en regio's



International Recruitment funnel



See-Think-Do



Het model staat voor:

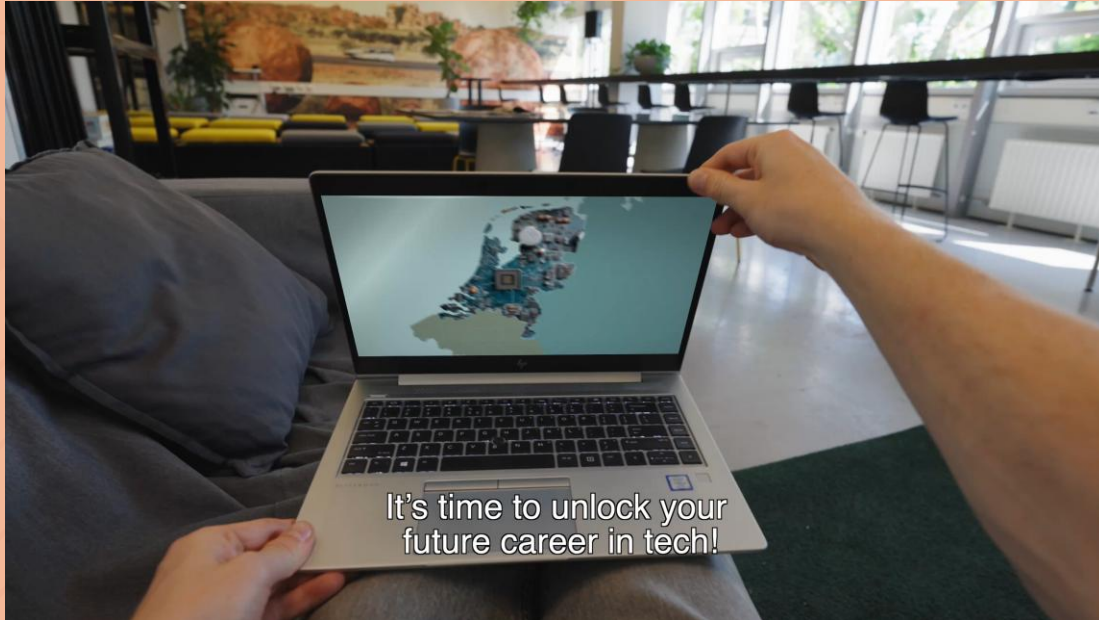
- See: het vergroten van de zichtbaarheid
- Think: informatie en overweging
- Do: de beslissing om actie te nemen; in ons geval; het achterlaten van gegevens

A white line graphic that starts as a horizontal line, then curves down into a vertical line, and finally curves back into a horizontal line. A solid white circle is positioned at the end of the top horizontal segment.

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Strategie

- Focus op werving van Masterstudenten
- 3 focuslanden: Spanje, Italië, Indonesië
- Message house: Next Level, Peers
- Brede campagne Online, Offline, maar met focus in doelgroep
- Verkeer naar campagnewebsite: www.hightechuniversities.com
- Leadgeneratie op campagnewebsite, maar ook doorlink naar instellingssites.



See

- Hero-video, 1st person, next level
- Instagram & Youtube
- Optimization Goal: Reach



Think

- Peers, uitdaging, laden met info.
- Instagram & Display
- Veel varianten
- Optimization goal: Website Traffic



Do

- Search, PMax, Display
- Slim adverteren
- Optimization goal: Leads



landings pagina

Verder informeren, Leads
generatie en verwijzen naar
de instellingen.



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[Start now](#)

**Kickstart your high-tech
career with a Master's in
the Netherlands**

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Resultaten

- 1 september start volledige online campagne
- Sept-Dec Optimalisatie campagne & website
- October-November eerste gezamenlijke fysieke beurzen
- Side-events: School visits, webinar, ambassade, summer school
- Bijvangst: ook op andere vlakken nu meer samenwerking (onderzoek, open dagen etc)

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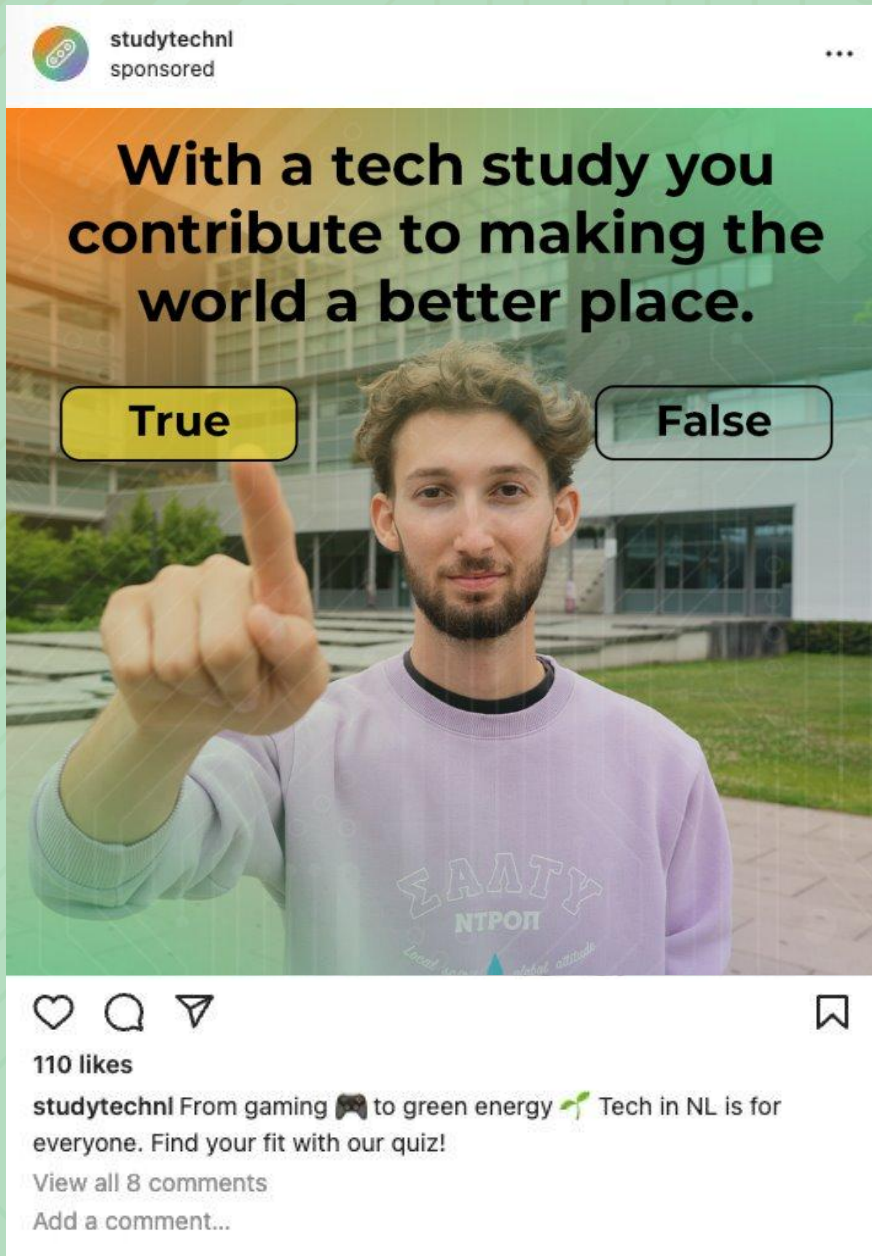
Strategie

- Focus op werving van Bachelorstudenten
- 4 focuslanden: Spanje, Portugal, Italië, Turkije
- Piek in januari t/m april en sept t/m medio dec
- Online campagne, met social media en advertenties
- Inzet extern platform Educations.com in pre-fase
- Verkeer naar campagnewebsite: www.studytechinnl.com
- Afvangen van leads gebeurt op de eigen websites van hogescholen

See

- Inzet video
- TikTok en Instagram





Think

- Meta en Instagram
- Video's met stellingen
- Carrousel – content
- Advertenties

Fields of interest in the tech industry

Discover a wide range of study fields that power innovation. From AI and robotics to electronics and IT. Each programme connects classroom learning with real-world tech applications.



Computer Science & IT

For students interested in coding, software development, and digital systems.



Electronics & Robotics

For those who like working with circuits, embedded systems, and automation.



Mechanical Engineering & Product Design

For students who enjoy designing and building machines, technical products and constructions.



Applied Science & Technology

For curious minds who want to explore physics, chemistry, or biology.



Mobility & Transport

For students interested in vehicles, aviation, and transport systems.



Industrial Engineering

For those who like creative technology, smart solutions, and future design.

Do

- SEA
- PMAX
- Display
- Advertorials



Kickstart your tech career in the Netherlands

Start the quiz

Explore the Netherlands



Explore your career path

Start your career during your studies

Your career begins on day one of your study. Work on real-world challenges with companies through projects and internships. Many students land job offers before they even graduate.

Guaranteed jobs in your field

The heart of innovation

From student to founder



What students, alumni and companies say

"The combination of solid theoretical knowledge, practical experience, and flexibility in specialisation gave me the perfect foundation to grow as an engineer."



Michal - Poland
Alumni - Electrical Engineering

"I transferred from a technological university to a university of applied sciences because, while I liked theory, I wanted to apply it more practically."



Ionna - Greece
Electronic & Electrical Engineering

"We need every kind of technical talent imaginable. We're falling short in all areas. So if you have a technical background, come to the Netherlands, you'll find opportunities across a wide range of companies."

Wouter van Kooten
Talent Advisor Semicon Chiptech Twente

"It's not about cramming theory. It's like we're working in a real company with real coworkers. That makes it exciting and engaging."



Amir - Iran
Information Technology

Resultaten

- Januari
 - Eerste resultaten SEE-fase bekend en delen met stakeholders
 - Inzichten gebruiken om campagne aan te scherpen
- Februari
 - THINK-laag gaat live
 - Ook gericht op ouders
- Doorlopend: monitoring & optimalisatie
 - Voortdurend meten, leren en bijsturen (subteams)

Offline strategie

- Offline als versterking op de online inzet
- Activiteiten door instellingen zelf (beurzen, schooltrips, webinars)
- Events per campagne
- Overkoepelende samenwerking tussen instellingen
- Recent voorbeeld: EHEF & HiTechinNL (Indonesië)

Offline strategie





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