

**SEPPE VRANCKEN  
A78591**

**EVENTS & EMPLOYER BRANDING  
AT PWC BELGIUM**

**INTERNSHIP REPORT**



**UNIVERSITY OF ALGARVE**

**FACULTY OF ECONOMICS**

**2024**

**SEPPE VRANCKEN**

**EVENTS & EMPLOYER BRANDING  
AT PWC BELGIUM**

**INTERNSHIP REPORT**

Masters in Management

Internship Report  
made under the supervision of

Prof. Maria Manuela Martins Guerreiro



**UNIVERSITY OF ALGARVE**

**FACULTY OF ECONOMICS**

2024

# **Events & Employer Branding at PwC Belgium**

## *Work Authorship Declaration*

I declare to be the author of this work, which is unique and unprecedented. Authors and works consulted are properly cited in the text and are included in the listing of references.

SEPPE VRANCKEN

.....

© **Copyright:** SEPPE VRANCKEN

The University of Algarve reserves the right, in accordance with the provisions of the Portuguese Copyright and Related Rights Code, to archive, reproduce and make public this work, regardless of means used, as well as to broadcast it through scientific repositories and allow its copy and distribution with merely educational or research purposes and non-commercial purposes, provided that credit is given to the respective author and Publisher.

## **ACKNOWLEDGEMENT**

I'm extremely grateful to my mentors at PwC, Florence Keil and Amandine Descamps, for their trust, guidance, and efforts in helping me comprehend the different project steps and explain why they are necessary. This endeavor would not have been possible without their support and the opportunity given by PwC Belgium

I would like to thank the University of Algarve and all the involved professors I had, which provided me with the correct insight during the classes, which prepared me for the internship. Especially I want to extend my appreciation and gratitude to Professor Guerreiro for her constructive feedback and suggestions.

## SUMÁRIO

Este Relatório de Estágio retrata o conjunto de atividades desenvolvidas pelo candidato no âmbito do seu estágio curricular, que decorreu na Price Waterhouse Coopers (PwC), empresa localizada na Bélgica, entre setembro e dezembro, de 2023. Um total de 360 horas foram cumpridas. O candidato foi integrado na equipa de eventos e employer branding e teve oportunidade de colaborar em várias tarefas que serão devidamente apresentadas no decurso deste relatório.

A PwC Belgium, com uma faturação de cerca de 418,1 milhões de euros em 2023 (PressPwC, 2023), oferece uma gama diversificada de serviços, incluindo serviços de auditoria e seguros, assessoria fiscal, consultoria e apoio aos negócios. A missão da PwC é promover a confiança social e enfrentar desafios significativos. Esta missão é sustentada por um conjunto de valores fundamentais que transcendem as fronteiras geográficas e culturais. Apesar das suas origens diversas, a empresa partilha aspirações e expectativas comuns, tirando partido do seu conhecimento coletivo e das suas ideias para alcançar resultados com impacto. Valores chave em que a PwC se concentra são Atuar com integridade, Fazer a diferença, Cuidar, Reimaginar o impossível (PWC Belgium, 2024). A PwC Bélgica atua em quatro áreas centrais de negócio: garantia, consultoria, serviços fiscais e jurídicos e serviços internos da empresa. Os serviços de garantia avaliam a exatidão e a conformidade da informação financeira, enquanto os serviços de consultoria fornecem orientação estratégica. Os serviços fiscais e jurídicos ajudam a navegar na regulamentação fiscal e a otimizar as posições financeiras. Os serviços internos da empresa tratam das tarefas administrativas, apoiando as operações e a satisfação dos clientes.

A PwC é uma empresa global de serviços profissionais que tem as suas raízes no século XIX. Foi fundada por Samuel Lowell Price, em Londres, em 1849, e por William Cooper, em 1854. Em 1865, Price uniu forças com Hoyland e Waterhouse para formar a Price, Waterhouse & Co. Em 1898, Robert H. Montgomery, William M. Lybrand e os irmãos Ross fundaram a Lybrand, Ross Brothers e Montgomery. No século XX, ambas as empresas alargaram a sua presença, incluindo a abertura de escritórios em Bruxelas, em 1921. Em 1957, a Coopers Brothers & Co., a McDonald, Currie and. Co. e a Lybrand, Ross Bros & Montgomery fundiram-se para formar a Coopers & Lybrand. Na década de 1980, a Price Waterhouse deu origem a uma empresa com abrangência mundial. Em 1990, a Coopers & Lybrand fundiu-se com a Deloitte Haskins & Sells, na Bélgica e, em

1998, a PricewaterhouseCoopers foi criada através de uma fusão mundial. Em 2010, a empresa mudou a sua marca com um novo logótipo e uma nova identidade de marca foi lançada.

Durante este estágio curricular, plenamente integrado nas atividades da equipa de Eventos e Employer Branding, o candidato teve oportunidade de contribuir em múltiplas atividades destinadas a interagir com potenciais recrutas e a reforçar a presença da marca PwC, não apenas no local dos eventos, mas também nas redes sociais. Tal envolveu o envolvimento ativo na gestão da participação da PwC em eventos de recrutamento, coordenação de parcerias e no alinhamento das iniciativas com os valores da PwC. Além disso, participou na seleção e briefing dos embaixadores da PwC para estes eventos, supervisionando o fornecimento de materiais de marca e recolhendo *feedback* tendo em vista contribuir para a melhoria contínua. A colaboração com equipas internas e externas foi essencial para garantir a coesão dos elementos de *design* gráfico e dos modelos de *workshops*. Também desempenhou um papel importante na recolha e análise do *feedback* dos embaixadores e dos estudantes para aperfeiçoar a abordagem da empresa. Além disso, colaborou na organização de eventos internos e tarefas de marketing destinadas a melhorar a marca da PwC em vários canais digitais. Neste contexto, a colaboração do candidato nos esforços de recrutamento e publicidade nas redes sociais, a colaboração com o departamento especializado da PwC Polónia, Service Delivery Center Katowice, foram cruciais na medida em que esteve ativamente envolvido nos pedidos de anúncios personalizados, nomeadamente detalhando as informações necessárias para garantir a eficácia do anúncio para atingir o público-alvo. Estes anúncios, frequentemente apresentados em revistas universitárias ou em plataformas de redes sociais, tinham como objetivo dar aos estudantes uma visão abrangente da PwC. Também colaborou na criação de imagens para as redes sociais, como *gifs* animados, para promover eventos de recrutamento futuros.

Para aumentar a notoriedade da marca PwC nas redes sociais, colaborou ainda com a equipa de marketing, centrando-se em duas campanhas distintas. A primeira, “Quick Fire Questions”, envolveu entrevistas com funcionários da PwC, mostrando as suas preferências pessoais e dando um vislumbre da cultura da empresa. A segunda campanha, “Follow my Career”, tinha como objetivo realçar as diversas origens dos funcionários da PwC e oferecer informações sobre os percursos profissionais dentro da empresa, fornecendo conselhos valiosos aos futuros alunos.

Como preparação para este estágio curricular, o candidato realizou um breve estudo bibliográfico sustentado em pesquisa documental orientada pelo objetivo melhorar os seus conhecimentos no domínio específico do Employer Branding. Trata-se de uma abordagem de marketing interno que pretende desenvolver e comunicar a empresa como local de trabalho e tem impacto no recrutamento e seleção de colaboradores, atrai e retém talentos. Quando focado em recém-licenciados, esta abordagem aconselha o foco na oportunidade e não o emprego em si. O salário revela ser o aspeto mais importante para atrair estudantes e recém-licenciados no momento da decisão quanto ao primeiro emprego, mas o percurso profissional e o crescimento profissional são também considerações importantes. Os licenciados enfrentam obstáculos num mercado de trabalho tão competitivo, nomeadamente a falta de experiência profissional relevante, a informação limitada, o baixo capital social e os custos elevados. Para ultrapassar estes obstáculos, os licenciados devem envolver-se em ações de recrutamento eficazes, tais como feiras de emprego.

Esta oportunidade de estágio revelou-se, pois, extremamente importante para o candidato que, em fase de conclusão do mestrado em Management pela Faculdade de Economia da Universidade do Algarve, reuniu uma notável experiência que contribui para enriquecer o seu *Curriculum Vitae* e, assim, contribuir para encontrar novas oportunidades de trabalho na área.

**Palavras-chave: PwC Bélgica. Eventos de recrutamento, Employer branding, estágio**

## **ABSTRACT**

In December 2023, I completed a mandatory internship at Price Waterhouse Coopers (PwC) Belgium, focusing on Events & Employer Branding. PwC Belgium is a leading provider of professional services in Belgium, offering a diverse array of services including audit and assurance, tax advisory, consulting, and deals services. The firm's mission is to foster societal trust and address significant challenges, underpinned by a shared set of core values.

During my internship, I contributed to various activities aimed at engaging with potential recruits and enhancing PwC's brand presence. This involved managing PwC's participation in recruitment events, coordinating partnerships, and ensuring alignment of communications with PwC's values. I also assisted in organizing in-house events and contributing to marketing tasks.

Collaboration with PwC Poland's specialized department, Service Delivery Center Katowice, was crucial in recruitment endeavors and social media advertising efforts. I conducted a literature study and desk research to improve my knowledge in this specific domain. Research shows that the key to recruiting fresh college graduates is to convince them based on the opportunity rather than on the job function itself. Employers should be flexible, open to uncertainty, and provide tips and guidance to help students prepare for job opportunities.

PwC collaborated with the marketing team to enhance its social media brand awareness through two campaigns: "Quick Fire Questions" and "Follow my Career." The campaigns focused on showcasing PwC employees' personal preferences and company culture, while also highlighting diverse backgrounds and career paths. Research suggests that graduates should focus on career path and growth over salary. Recruitment events, such as job fairs, can help companies showcase their organization, culture, and career opportunities to students.

**Keywords: PwC Belgium. Recruitment events, Employer branding, internship**

# GENERAL INDEX

PAGE

1.	HOSTING INSTITUTION: PWC BELGIUM.....	1
	1.1.PwC Belgium: A Comprehensive Overview .....	1
	1.2.PwC's History .....	3
	1.3.PwC Departments .....	4
2.	INTERNSHIP .....	6
	2.1.Recruitment events .....	6
	2.2.Employer Branding .....	10
3.	LITERATURE REVIEW .....	15
	3.1.Needs and requirements of students .....	15
	3.2.Job Needs and Recruitment Strategies for Graduates.....	16
	3.3.Job fairs for students .....	17
	3.4.Employer Branding & Students: Importance & Relations .....	18
	3.5.Importance of Company Presence at Student Recruitment Events .....	19
	3.6.Recruitment Event Essay: Key Factors & Student Perspectives .....	20
4.	INTERNSHIP EVALUATION .....	22
5.	CONCLUSION.....	24
6.	REFERENCES .....	25

# 1. HOSTING INSTITUTION: PWC BELGIUM

## 1.1.PwC Belgium: A Comprehensive Overview

PwC Belgium stands as a prominent institution deeply rooted in its historical legacy while continuously adapting to the evolving business landscape. With a history spanning over a century, the firm has established itself as a leading provider of professional services in Belgium (PricewaterhouseCoopers,2024).

In the dynamic context of modern business, PwC Belgium offers a diverse array of services encompassing audit and assurance, tax advisory, consulting, and deals services. These services cater to a broad clientele, ranging from multinational corporations to small and medium-sized enterprises across various sectors such as technology, finance, and manufacturing.

Operating within the European market, PwC Belgium navigates a complex and competitive environment, leveraging its global network and local expertise to deliver innovative solutions and insights to clients. The firm's strategic positioning across multiple offices fosters seamless collaboration among specialized teams, enabling the delivery of integrated solutions tailored to the unique needs of each client.

At the heart of PwC's mission is the commitment to foster societal trust and address significant challenges. This mission is underpinned by a shared set of core values that transcend geographical and cultural boundaries, uniting our diverse workforce under a common purpose. Despite originating from varied backgrounds, PwC shares aligned aspirations and expectations, leveraging our collective knowledge and insights to achieve impactful outcomes.

All business processes and works should be in line with the following corporate values (PricewaterhouseCoopers, 2024):

- **Act with integrity**

“Integrity is the quality of being honest. Of having strong moral principles that you refuse to change. Acting with integrity means speaking up for what’s right, even when no one is watching. And when it’s the harder choice. Or when it feels difficult.

Acting with integrity means making decisions and behaving as if it were our personal reputation at stake. Because in a way it is. If we breach our integrity, we not only risk trust in our firm, but in ourselves, as advisors and guides. Acting with integrity also means delivering the highest quality outcomes. Quality has always been the cornerstone of our brand. Only by acting in an honest and trustworthy way, can we continue to make that claim.”

- **Make a difference**

“Our ability to make a difference is an important part of who we are and how we serve clients. That’s why ‘make a difference’ is one of our key values. How can we be sure that we have an impact and positively influence outcomes?

By staying up to date and informed about things happening in the world. By asking questions and committing to continually bettering ourselves. And by sharing what we learn and supporting others.

When circumstances change, as they often do, people who truly make a difference are agile enough to respond and move in new directions.”

- **Care**

“Our shared values and behaviors help set PwC apart in the market. Care is one of those values. And it is key to our ability to collaborate and work together as one firm. At PwC, caring means making the effort to understand what matters to other people. Not just internally, but listening to clients, suppliers, and other stakeholders too.

Caring means recognizing the value that each individual contributes to an outcome. It entails helping others grow. Working in ways that help bring out the best in them.”

- **Work together**

“PwC is a large and extremely diverse organization. Diverse in terms of the services we offer and the people who work with us. And diverse in terms of our client base. Despite our differences, we must be able to work together.

To collaborate, share ideas and knowledge. And share relationships too. It’s important to introduce colleagues to peers within and outside the organization. As a diverse population, we should be able to cope with a wide range of perspectives and ideas. And collaborate with people from different backgrounds and cultures.

Working together means accepting the good and the less good. By asking for and giving feedback, we're better able to improve the way we work with others. But also help others improve too."

- **Reimagine the impossible**

"When we reimagine the possible, we dare to challenge the status quo. We have the courage to try new things. And that helps foster greater innovation. By testing new ideas and learning from failures, we're able to pioneer new concepts. To develop new services and ways of working. While not every idea will result in a great success, it's important to keep an open mind to the possibility of each. But also what it could help us accomplish."

(PricewaterhouseCoopers, 2024)

PwC values serve as the bedrock of our organizational identity, guiding our decision-making processes and client interactions. It is the amalgamation of these values that sets PwC apart, enabling us to cultivate a fair and inclusive work environment while navigating the complexities of the modern business landscape effectively.

In essence, PwC Belgium is dedicated to assisting clients in addressing intricate challenges, generating value, and achieving sustainable growth. Through its expertise, experience, and commitment to excellence, the firm remains at the forefront of professional services, driving positive outcomes for clients and stakeholders alike.

## **1.2.PwC's History**

PricewaterhouseCoopers (PwC) traces its roots back to the 19th century with the founding of two distinct firms. In 1849, Samuel Lowell Price established a business in London, while in 1854, William Cooper formed his own practice, later known as Coopers Brothers. In 1865, Price joined forces with Hoyland and Waterhouse, leading to the establishment of Price, Waterhouse & Co. Meanwhile, in 1898, Robert H. Montgomery, William M. Lybrand, and the Ross brothers founded Lybrand, Ross Brothers, and Montgomery (PricewaterhouseCoopers, 2024).

The 20th century saw significant developments as both Price Waterhouse and Coopers & Lybrand expanded their presence, including opening offices in Brussels in 1921. In 1957, Coopers Brothers & Co., McDonald, Currie and Co., and Lybrand, Ross Bros & Montgomery merged to form Coopers & Lybrand.

The 1980s witnessed the formation of the Price Waterhouse world firm in 1982. In 1990, Coopers & Lybrand merged with Deloitte Haskins & Sells in various countries, including Belgium. Finally, in 1998, the worldwide merger of Price Waterhouse and Coopers & Lybrand culminated in the creation of PricewaterhouseCoopers (PwC).

Further restructuring occurred in 2002 with the sale of PwC consulting to IBM, and in 2010, the firm rebranded as PwC, accompanied by the launch of a new logo and brand identity. Today, PwC stands as a global leader in professional services, drawing upon its rich heritage and expansive expertise to serve clients worldwide (PricewaterhouseCoopers, 2024).

### **1.3.PwC Departments**

In PwC Belgium, there are four main areas of focus, each serving distinct purposes. Internally they are called the four lines of services.

#### **1. Assurance**

Assurance services act as a safeguard for businesses, providing independent assessments of financial information to ensure accuracy and compliance with regulations. These services are designed to enhance transparency and trust in financial reporting, offering peace of mind to stakeholders.

#### **2. Advisory**

Advisory services offer strategic guidance to businesses, helping them navigate complex challenges and seize opportunities for growth and innovation. These services provide practical solutions tailored to each client's unique needs, enabling informed decision-making and driving success.

#### **3. Tax and Legal Services**

Tax and legal services provide support in navigating the complexities of tax regulations and legal requirements. From tax planning and compliance to corporate law and dispute resolution, these services offer expertise and guidance to ensure clients remain compliant and optimize their financial positions.

#### **4. Internal Firm Services**

Internal firm services handle the essential administrative tasks that keep PwC Belgium running smoothly. From human resources and finance to information technology and

marketing, these services support the firm's operations, allowing its professionals to focus on serving clients effectively. Overall, these areas work together to support businesses in building trust, solving challenges, and achieving their goals.

My internship took place under the Internal Firm Services (IFS). In this line of service, you have several departments. I worked under the human resources department (HR).

## 2. INTERNSHIP

As mentioned before, the internship took place in the HR Department which belongs to the Internal Firm Services line (IFS) of service. More specifically at the Events & Employer Branding division. During these months I assisted the team in participating recruitment events organized by universities, student associations and many more. The goal at these events is to create awareness and advertise PwC towards the students. Informing the students about what kind of company PwC is. Delivering the values, company culture, work ethics and the possible opportunities. PwC ambassadors are employees who volunteer to go to external events and represent PwC and its values. The participating PwC ambassadors will try to recruit these students. For the employer branding part, I assisted the teams in several marketing tasks such as creating advertisements for these job fairs and to improve the PwC brand throughout several channels. Below a high-level overview of my tasks.

Table 2.1. My tasks during the internship  
Source: Own elaboration

My tasks	
<b>Recruitment events</b>	Managing PwC's participation in recruitment events
	Managing Partnerships
	Managing PwC ambassadors
	Keep track of goodies
	Managing advertisements for external use (copywriter)
	Briefing ambassadors for events
	Improve existing workshop templates
	Produce new ideas for workshop presentations
	Manage feedback forms
	Helping to organize in-house events
<b>Employer branding</b>	Creating advertisements for job fairs
	Social media videos

### 2.1. Recruitment events

My main responsibilities at PwC included managing PwC's participation in events. These events were organized through partnerships with student associations or through

registrations with the universities. My role involved organizing all tasks related to these events, such as assessing the usefulness of partnerships for our target audience. This meant examining the university's fields of study to determine their relevance to our four lines of service. Additionally, I handled tasks like drafting contracts, soliciting additional information about partnerships and recruitment events, and selecting the appropriate package based on budget and event relevance.

Each partnership was unique, offering different packages ranging from event presence to year-long visibility and magazine advertising opportunities. To ensure our communications were aligned with PwC's values, I collaborated with an external copywriter to craft text for external communications. While the copywriter was not a PwC employee, I worked closely with them to ensure the text met our standards and the requirements of the partnering organization. At the job fairs or other recruitment events such as Meet& dinner events, Kick-Off event and workshops, PwC would always make sure that there were goodies (small gift items) for the participating students. The event& employer branding division had a stock, fully equipped with goodies, brand advertisements, PwC flags, and many more items which could be used to create a fully branded environment at any external event. This meant that PwC would try to create a branded atmosphere in the limited give space at the event. Most of the times this included a few roll-up banners with PwC slogans, a PwC flag and of course some goodies for the students. It was my duty to keep an overview on the goodies. By using an excel document I kept track of the number of goodies and knew when PwC had to reorder new goodies from the supplier.

Every semester PwC could claim the big booth for 10 events. The big booth is PwC branded desk with also included branded PwC walls. For the big booth PwC worked together with a third party who made the booth. My team and I would use the big booth for the most important job fairs as this is really an eye catcher. If PwC would be present at a job fair of a university or a student association that meant that I had to find the perfect PwC ambassadors which were a perfect match to the participating students. Which meant finding out what fields of studies would be presented and finding out which ambassadors of the same field of expertise or line of service could participate. Finding the perfect ambassadors was a difficult task which was time consuming.

Even though in the beginning of my internship, I had sent out an initial survey where PwC employees had to reply to these questions:

- Would you like to be PwC ambassador?
- What is your line of service?
- What is your position?
- From which PwC office are you?
- Are you willing to go to external events?
- What is your educational background?
- From which university are you an alumnus?
- Were you part of a student association?

According to the filled in answers to these questions and excel document was made which gave a clear overview. Afterwards my role was to follow-up the survey results and track potential candidates. I was the single point of contact for any questions. The document was a useful tool to match the recruitment events to a PwC ambassador.

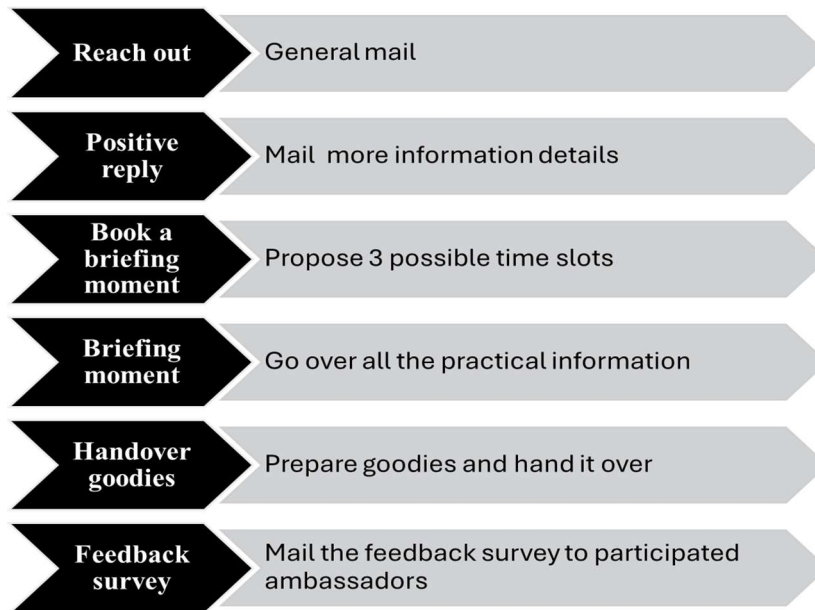
Note. as per the Non-Disclosure Agreement signed with PwC, I am not allowed to share any results of in-house survey and documents.

Even though PwC had this tool, it remained a difficult and challenging role. These events took place during working hours or late evenings. Which meant that the ambassadors had make sure they had time for it or had to give up some of their free time. Which seems logical but the issue is that the recruitments That seems logical, but the problem is that the many recruitment events concentrate and coincide in the same months. In the first semester the busiest period was from October to December. In the second semester this was from February to April.

These were also the busiest months of the PwC employees as most of the deadlines they had were due in these months. An enormous amount of the PwC employees are consultants which meant they have deadlines of projects they are working on for 6 months or longer.

It was my task to find the ambassador for the participating events and doing the entire communication process around it. The communication process entailed the following:

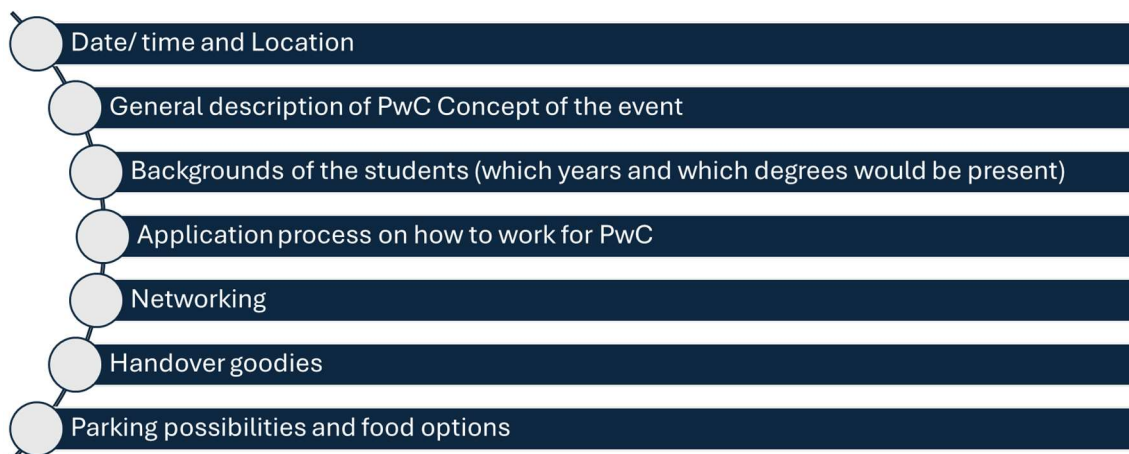
Figure 2.1. Communication process with ambassadors  
Source: Own elaboration



Having the briefing moment with the ambassadors was very important. It gave the ambassadors the understanding of the concept of the event but also an opportunity to pass on the general information.

The most important information shared during the briefing moment was:

Figure 2.2. Information shared in the briefing moment  
Source: Own elaboration



The handover of the goodies was a short meeting at the office where I would provide one of the ambassadors the goodies and the roll-up banners for the event.

After every event with ambassadors, I have sent them a feedback form. Where they can give feedback on the event, the organization and whether it was worth being present on

the event or not. Every few weeks, my team and I would go through the feedback forms on how to improve for the future and decide what changes of events needs to happen.

Other tasks which were part of my scope:

- **Workshop templates**

PwC had several presentations they used for workshops from previous years. It was my duty to go through the different presentations and see how we could improve them so they could be reused in the future.

- **Come up with new ideas for workshop presentations**

I created for example a presentation about soft skills but also on how to network on certain events as how your LinkedIn profile can look professionally. This presentation was intended to be used by the PwC ambassadors at workshops and student events.

- **Feedback forms:**

- Ambassadors

Sending feedback form to the ambassadors after the events. Go through the answers and conclude the key take-ways and present them to the team.

- Students

Sending the surveys to the students which participated to see how we can improve our organization and our presence at events.

- **Helping to organize in-house events**

Assisting in the organization of in-house events and working alongside of the event manager on-site.

## **2.2. Employer Branding**

Besides the recruitment event activities described above, my second assigned role was to **support the employer branding team**. I assisted them in several marketing tasks such as creating advertisements for the job fairs, and to improve the PwC brand throughout several channels.

### **Task 1: Creating advertisements for job fairs**

If PwC needed creative visuals for a recruitment event or social media as an advertisement, my team and I worked together with PwC Poland. They had a specialized department called Service Delivery Center Katowice.

For every custom advertisement PwC needed to make I had to fill in a request to Service Delivery Center Katowice. The request form consisted of all the information they needed to make the advertisement. It was important to make sure that they understood the purpose of the advertisement so that it would reach its targets and purpose. Being clear in specifications was key.

With certain partnerships, universities, or student associations PwC had the opportunity to have an ad in their magazine. This ad could be the first interaction that students have with PwC so the ad consisted of a general description of PwC, the application process and the open vacancies which could be of interest to that targeted student group. Of course, I made sure that the ad was in line with the PwC house style.

The department of Service Delivery Center Katowice was not only used in the making of advertisements for universities or partnerships but also for social media visuals. If PwC had recruitment events coming up the following week, I had to make sure that the visual ‘Coming up next week events – animations’ was being made by Katowice. This animation was a gif that the marketing team could post on social media so the followers of PwC were aware which recruitment events PwC would be present at the next week. The animation was a gif with the basic information of the recruitment events.

For certain job fairs or workshops our PwC ambassadors needed a presentation to showcase their careers, values of PwC or a business case. In this case Service Delivery Center Katowice provided them with a custom-made template to use.

### **Task 2: Social media videos**

Another of the employer branding part I had a role in, was in creating more brand awareness around PwC through social media.

My team and I worked together with the marketing team and their inhouse film crew. This team was responsible for the social media and the film room.

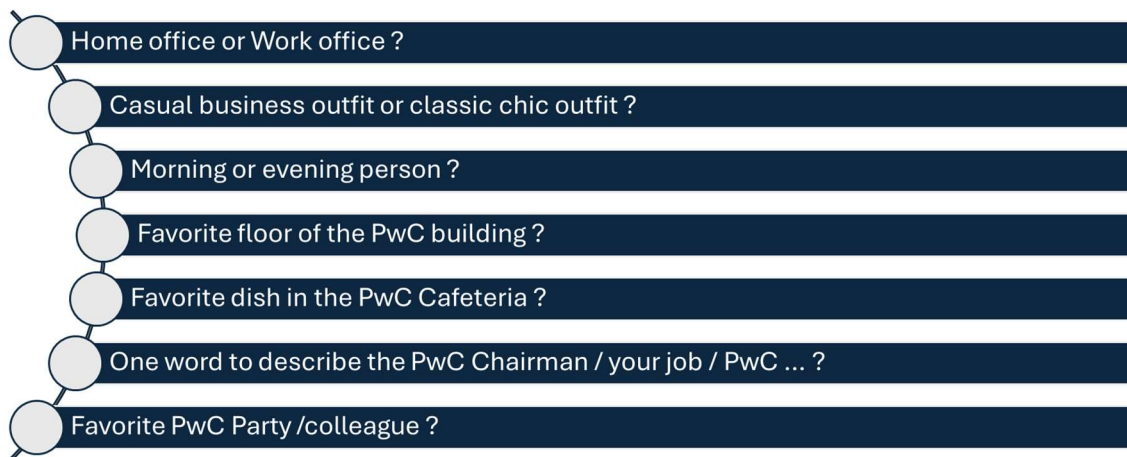
For creating more brand awareness on social media, my team and I worked out two campaigns. These two campaigns included interviews with PwC employees. During these

campaigns I was the main contact person between both parties, I was the person who asked the questions and made sure everyone was up-to-date with all the needed information.

### 1. Quick fire questions

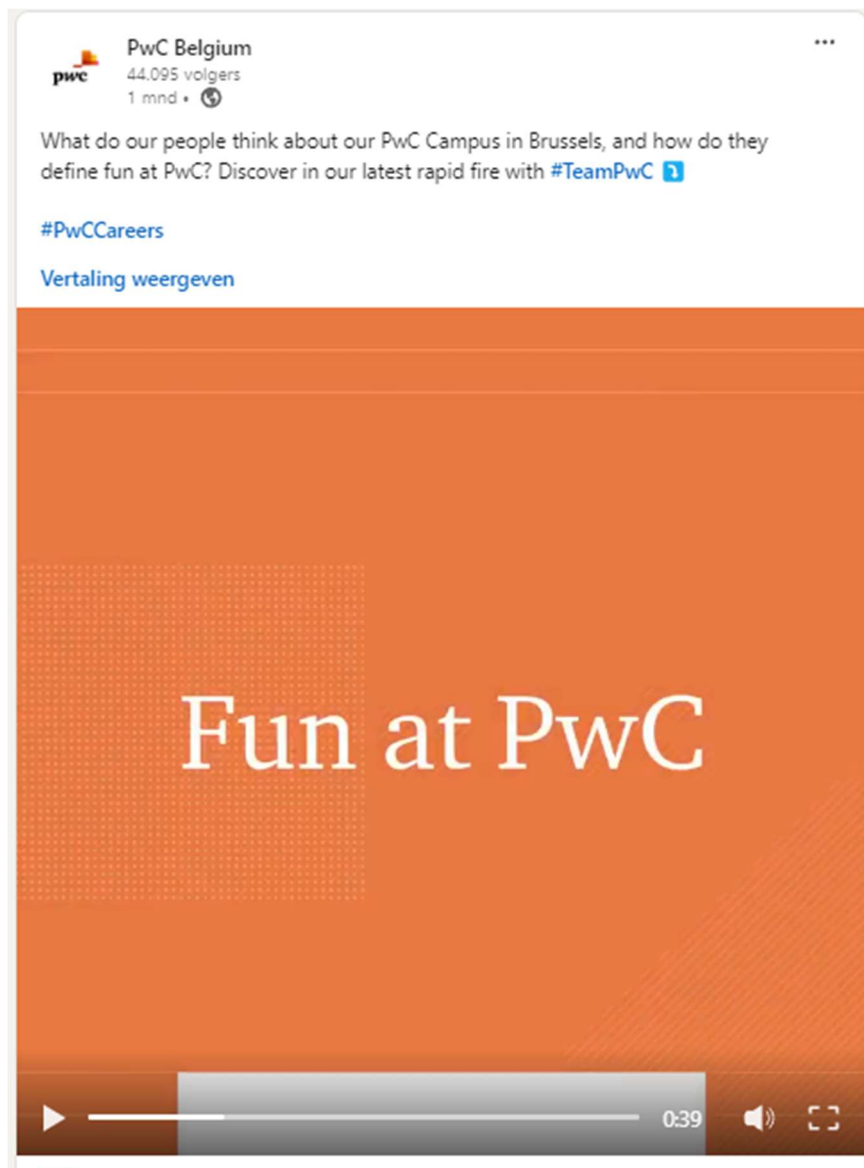
The first campaign we shot was interviewing different PwC employees from different backgrounds and departments. This campaign was a less serious interview and was more jokingly. During the interview I would give the employee a dilemma where they had to choose between two things. The theme was of course PwC. Certain examples of the dilemmas were:

Figure 2.3. Quick fire questions  
Source: Own elaboration



The purpose of this campaign is to show a more personal side of PwC employees. The film crew then edited the videos of all the different employees into several suitable clips for social media.

Figure 2.4. Example of the Quick fire questions video  
Source: LinkedIn



## 2. Follow my Career

The second social media campaign was called the “Follow my career”. The purpose of the campaign was creating awareness around the diverse backgrounds of PwC employees and giving more insight to the prospecting students on how you can end up at PwC. During these interviews the following questions were asked:

Figure 2.5. Questions asked in Follow my Career video  
Source: Own elaboration

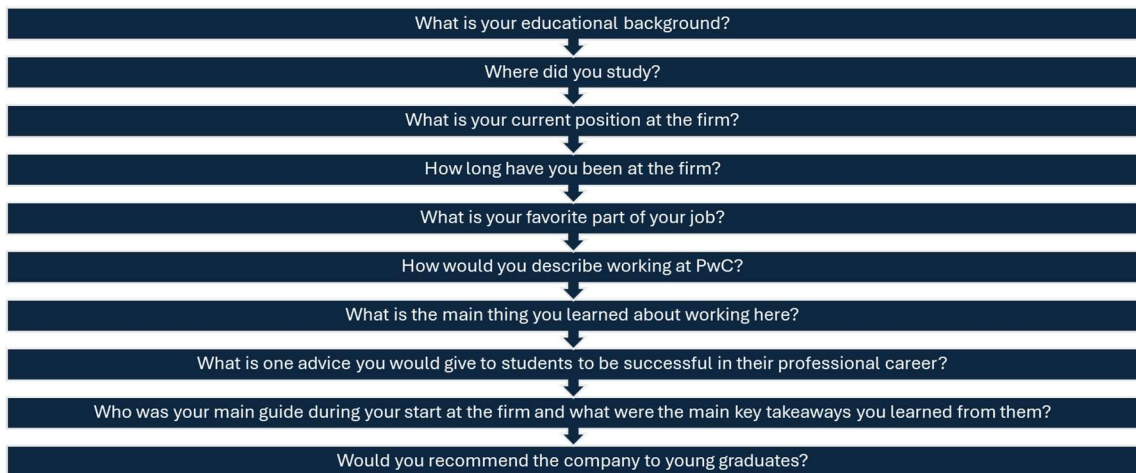
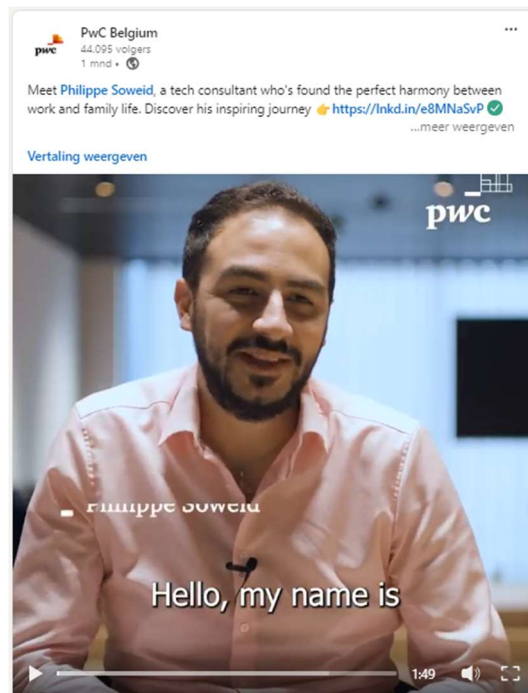


Figure 2.6. Result of Follow my Career video  
Source: LinkedIn



I was tracking the marketing and promotion campaigns of other PwC offices that were posted on social media. This meant keeping an eye on for example PwC Germany and check what social media campaigns they were doing. A few examples I have detected were:

- Day in the life of PwC employee
- International Women's Day
- International Compliment's Day

### **3. LITERATURE REVIEW**

#### **3.1. Employer Branding & Students: Importance & Relations**

Employer branding has become increasingly important for big companies in recent years. Organizations recognize that their brand image not only affects how consumers perceive them but also how potential employees view them (Theurer et al., 2016). It is crucial for companies to establish a strong employer brand to attract top talent and retain current employees (Rodríguez-Sánchez et al., 2020). Employer branding refers to the efforts an organization makes to position itself as a desirable employer and create a positive image in the minds of current and potential employees (Theurer et al., 2016). In today's competitive job market, employer branding has a significant impact on the ability of companies to attract and retain top talent.

For students and recent graduates, employer branding plays a crucial role in shaping their perception of potential employers and influencing their decision-making process when considering job opportunities (Rodríguez-Sánchez et al., 2020). A strong employer brand can make a company more attractive to students, particularly those who are entering the job market for the first time and are seeking a supportive and dynamic work environment. As such, building strong relationships with students through targeted employer branding strategies can help companies establish a pipeline of future talent and cultivate a positive reputation among the next generation of professionals (Ahmad et al., 2019). In addition to shaping students' perceptions and influencing their decision-making process, employer branding also fosters a sense of trust and loyalty among potential employees. A strong employer brand communicates a company's values, work culture, and commitment to employee development, which resonates with students and recent graduates seeking a work environment where they can grow and thrive.

Employer branding goes beyond attracting top talent; but in current subject, they are a means to engage with educational institutions and career development programs. By actively participating in campus recruitment events, offering internships, and establishing partnerships with universities, companies demonstrate their investment in nurturing young talent and contributing to the professional growth of students.

Moreover, a well-developed employer brand has the potential to extend beyond the initial attraction and hiring phase. It can act as a catalyst for long-term employee engagement

and retention. When students transition into full-time roles, the positive employer brand that initially attracted them can continue to reinforce their sense of belonging and fulfillment within the organization.

Overall, by delving deeper into targeted employer branding strategies that resonate with students, companies can not only attract top talent but also foster lasting relationships with the next generation of professionals. These efforts can ultimately contribute to a positive, sustainable employer brand and a continuous pipeline of new talent.

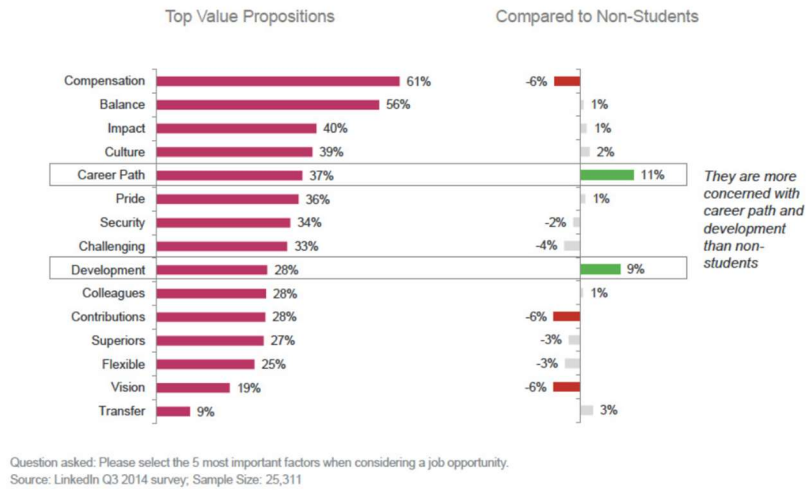
### **3.2. Needs and requirements of students**

According to new research, the key to recruiting fresh college grads to your organization is to sell them on the opportunity rather than the job itself (Petroni, 2015). In other words, young talent wants their first job to be more than simply a means of subsistence; they want it to be a steppingstone in their career.

In 2015 LinkedIn conducted a study of 25,311 people to learn more about their top priorities while looking for a job (Petroni, 2015). Although it was mentioned less frequently in this group than in the workforce as a whole, it was the most important aspect mentioned by the students and graduates who participated in the study (Petroni, 2015). In contrast, compared to the ordinary employee, college students and recent graduates gave far more thought to how the position will enhance their careers and the growth chances it offers. The complete survey findings are as follows:

Figure 3.1. Graphic of what students care about in their first job  
 Source: Petrone, 2015

When considering a job, students and recent grads care the most about compensation, work/life balance, and ability to make an impact



61 percent of students and recent college graduates listed salary as a crucial consideration when choosing a job, although that percentage was 6 percent lower than the typical employee. In comparison to the broader workforce, students and new graduates also showed less concern for their contribution to the firm and its mission (Petrone, 2015).

In contrast to the rest of the workforce, students and recent graduates identified career path and growth as important considerations for accepting new positions 11 percent and 9 percent more frequently, respectively (Petrone, 2015).

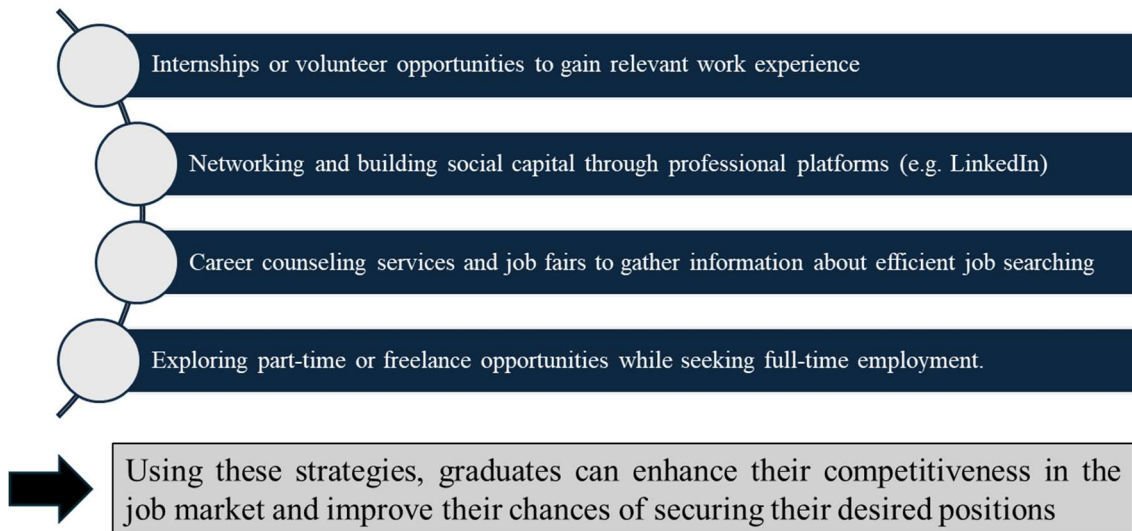
### 3.3. Job Needs and Recruitment Strategies for Graduates

In today's competitive job market, it is essential for graduates to have a clear understanding of their needs and requirements when searching for their first job. There are several barriers that graduates commonly face when seeking employment. These barriers include lack of relevant work experience, limited information about efficient job searching, low social capital, and high costs of work-seeking (Graham et al., 2019). To overcome these barriers, graduates need to develop effective recruitment strategies. One strategy is to seek out internships or volunteer opportunities to gain relevant work experience. Networking and building social capital through professional platforms like LinkedIn can also be beneficial. Additionally, graduates can utilize resources such as career counseling services and job fairs to gather information about efficient job searching. Financial barriers can be addressed by exploring part-time or freelance

opportunities while seeking full-time employment. By implementing these strategies, graduates can enhance their competitiveness in the job market and improve their chances of securing their desired positions.

Figure 3.2. Effective recruitment strategies examples for graduates

Source: Own elaboration



In conclusion, for graduates to navigate the challenging job market successfully, it is crucial for them to be proactive in addressing the barriers they face. By seeking out relevant work experiences through internships or volunteer opportunities, expanding their professional networks, and utilizing available resources such as career counseling services and job fairs, graduates can significantly improve their prospects. Moreover, exploring part-time or freelance opportunities can help alleviate financial constraints while pursuing full-time employment. By adopting these recruitment strategies, graduates can increase their competitiveness and ultimately land their desired roles in the workforce.

### 3.4. Job fairs for students

#### 1. Recommendations for different career paths

During career fairs, many students lack a clear career path, leaving employers uncertain about their passions and skills. Employers should be flexible and open to this uncertainty, recognizing that skills are transferrable. Engaging with student organizations and activities outside of school can help understand a student's interests and skills. Clearly identifying specific experiences and skills for students with specific interests can help them find a suitable career path early on (Pham, 2021).

## 2. Answers to their questions

Employers should anticipate students' questions and answer them easily. Students are interested in understanding qualifications, company culture, values, and tips for future job opportunities. They also value company culture, values, and benefits like flex time and health insurance. Providing tips and guidance for students to prepare for job opportunities is crucial, and attending career fairs can help students gain an advantage over their peers who skip the fair (Pham, 2021).

## 3. Engagement from employers

Career fairs are crucial for students' personal connections and attracting fit candidates. To engage top college students and improve ROI, recruiters should be prepared early and actively engage with applicants. A streamlined platform should manage event, documents, team members, and candidate interactions. Millennials appreciate follow-ups, so keep applicants informed throughout the hiring process. If the current process is inefficient, consider implementing campus recruiting software to streamline the process (Pham, 2021).

### **3.5.Importance of Company Presence at Recruitment Events**

In today's competitive job market, companies are constantly looking for top talent to fill their positions. One effective way for companies to connect with potential candidates is by being present at recruitment events targeted towards students. These recruitment events, such as job fairs, provide a unique opportunity for companies to showcase their organization, culture, and career opportunities to students who are actively seeking internships, graduate programs, or entry-level positions (Ahmad et al., 2019). By actively participating in these recruitment events, companies can attract and engage with students who may be a good fit for their organization. Participating in student recruitment events allows companies to not only attract potential candidates, but also to create a lasting impression and build brand recognition among the student population. By having a strong presence at these events, companies can effectively communicate their values, goals, and mission to the students, giving them a better understanding of the company's culture and work environment (Ahmad et al., 2019).

Furthermore, engaging with students at these events provides an opportunity for companies to assess the skills and potential of the candidates in a more informal setting

(Rozario et al., 2019).. This interaction can give companies valuable insights into the students' aspirations, skills, and fit within the company, which can be crucial in identifying future talent for the organization.

In conclusion, being present at student recruitment events is crucial for companies to create student attraction and establish a strong pipeline of potential candidates for their future workforce.

### **3.6. Recruitment Event Essay: Key Factors & Student Perspectives**

Recruitment events play a crucial role in attracting the right talent and ensuring organizational efficiency (Rozario et al., 2019). According to the article "Recruitment and Selection Processes: An Empirical Study on Tertiary and Dual Education Sectors" (Rozario et al., 2019) and the book "Human Resource Management: Gaining a Competitive Advantage" (Human Resource Management: Gaining a Competitive Advantage, 2022) there are several key factors that contribute to a successful recruitment event. First and foremost, a good recruitment event should have a clear objective. The objective should be to provide a platform for both employers and job seekers to connect and explore potential opportunities (Rozario et al., 2019). Furthermore, the event should be well-organized and structured, with a clear schedule of activities and ample time for networking (Rozario et al., 2019). Additionally, a good recruitment event should have a diverse range of participating employers, representing various industries and job roles. This ensures that students have a wide range of options and can explore different career paths. Moreover, a good recruitment event should also provide opportunities for students to learn and gain valuable insights (Pham, 2021). Recruitment events are not only a platform for job seekers to connect with potential employers but also an opportunity for students to gain valuable insights into different industries and job roles (Dhingra & Kundu, 2020). An effective recruitment event should incorporate workshops, panel discussions, or keynote speakers to provide students with an in-depth understanding of various career paths and industry trends. These opportunities for learning can significantly impact a student's perspective on their future career and help them make informed decisions about their professional trajectory (Dhingra & Kundu, 2020).

Moreover, the inclusion of interactive activities and engagement opportunities during the recruitment event can enhance the overall experience for students. This could involve skill-building sessions, resume workshops, or mock interview opportunities, providing

practical guidance and support for students as they navigate the transition from academia to the professional world (Pham, 2021).

In addition to the tangible benefits of networking and job exploration, a well-crafted recruitment event should foster a sense of inclusivity and support for students from diverse backgrounds. It should provide a platform for underrepresented groups to connect with inclusive employers and access resources that address their unique needs and challenges in the job market. By prioritizing diversity and inclusion, recruitment events can create a more equitable landscape for all students seeking to launch their careers (Dhingra & Kundu, 2020).

Ultimately, a successful recruitment event goes beyond merely facilitating connections; it should strive to empower students with the knowledge, skills, and support necessary to embark on their professional journeys with confidence and purpose (Dhingra & Kundu, 2020). In conclusion, recruitment events are a vital component of the student experience, offering a platform for job seekers to connect with potential employers and gain valuable insights into various industries and job roles (Rozario et al., 2019). The success of a recruitment event hinges on its ability to provide a clear objective, well-organized structure, diverse participation from employers, and opportunities for learning and engagement. Furthermore, a truly effective recruitment event incorporates inclusivity and support for students from diverse backgrounds, fostering an equitable landscape for all participants (Pham, 2021). By empowering students with knowledge, skills, and support, recruitment events play a significant role in preparing the next generation of professionals for their careers.

In today's competitive business landscape, companies are constantly seeking ways to connect with the next generation of talent. One effective strategy is through collaboration with universities and student associations to create visibility among students who will soon graduate (Rozario et al., 2019). This literature review aims to explore the nature, scope, and meaning of these collaborative partnerships and their appearance in the literature. The current literature on company-university collaborations reveals the importance of joint classes and workshops in reinforcing the connected nature of research and writing.

## 4. INTERNSHIP EVALUATION

During my internship at PwC Belgium, I had the privilege of working in the HR department, specifically within the Events & Employer Branding team. This experience has been incredibly enriching and successful, providing me with valuable insights and skills that will undoubtedly benefit my future endeavors.

Throughout my internship, I actively engaged in various tasks and projects within the Events & Employer Branding team. I was involved in organizing and coordinating events, managing employer branding initiatives, and supporting the team in its day-to-day activities. By actively participating in these tasks, I gained practical experience and deepened my understanding of the complexities of HR operations within a large organization like PwC.

One of the key highlights of my internship was the opportunity to work closely with my mentors, Florence Keil and Amandine Descamps. Their guidance, support, and expertise were invaluable in helping me navigate through the intricacies of the projects assigned to me. They provided me with constructive feedback, challenged me to think critically, and encouraged me to explore innovative solutions. Their mentorship not only enhanced my learning experience but also fostered my personal and professional growth.

During my internship, I had the chance to apply theoretical knowledge acquired through my academic studies to real-world situations. For example, I utilized concepts from organizational behavior and human resource management to understand employee engagement strategies and employer branding tactics. This hands-on experience allowed me to reinforce my understanding of theoretical concepts and gain practical insights into their application in a corporate setting.

Furthermore, my internship at PwC Belgium provided me with the opportunity to enhance my communication, teamwork, and problem-solving skills. By collaborating with colleagues on various projects and interacting with stakeholders, I sharpened my interpersonal skills and learned to effectively communicate ideas and solutions. Additionally, I developed resilience and adaptability by navigating through challenges and finding creative solutions to overcome them.

Overall, my internship experience at PwC Belgium has been exceptionally rewarding and fulfilling. I am grateful for the opportunity to have contributed to the success of the Events

& Employer Branding team and to have learned from experienced professionals in the field. I am confident that the skills and knowledge gained during this internship will serve me well in my future career endeavors.

## 5. CONCLUSION

To conclude my internship experience at Price Waterhouse Coopers (PwC) Belgium within the Events & Employer Branding division has been both enriching and rewarding. Throughout my time as an intern, I had the opportunity to immerse myself in various tasks and responsibilities, contributing to the team's efforts in engaging with potential recruits and enhancing PwC's brand presence across different platforms.

Working closely with the HR Department under the Internal Firm Services (IFS) line of service, I gained valuable insights into processes involved in managing recruitment events (job fairs and workshops), coordinating partnerships with universities and student associations. From selecting and briefing PwC ambassadors to organizing in-house events, every task presented a learning opportunity that allowed me to apply theoretical knowledge from my Master's degree at the University of Algarve.

Collaboration with PwC Poland's specialized department, Service Delivery Center Katowice, provided me the opportunity of creating custom advertisements and social media visuals. These visuals were made by them but I was responsible for the entire process of it. During my internship there were two campaigns undertaken, such as "Quick Fire Questions" and "Follow my Career," enabled me to contribute to enhancing PwC's brand awareness on social media by showcasing the personal experiences and career paths of PwC employees.

Moreover, conducting a literature review and desk research as part of my internship preparation allowed me to deepen my understanding of recruitment strategies, employer branding, and the importance of recruitment events in today's competitive job market. The insights gained from this research not only informed my approach during the internship but also provided me with a broader perspective on industry trends.

In today's dynamic business environment, where attracting and retaining top talent is paramount, my internship experience at PwC Belgium has equipped me with invaluable skills and competencies essential for future professional endeavors. From project management and communication to teamwork and adaptability, each aspect of my internship journey has contributed to my personal and professional growth.

## 6. REFERENCES

Ahmad, A., Khan, M. N. & Haque, M. A. (2020) Employer Branding Aids in Enhancing Employee Attraction and Retention. *Journal of Asia-Pacific Business*, 21(1), 27–38.

Dhingra, M. & Kundu, S. C. (2021) Factors affecting placement and hiring decisions: A study of students' perceptions. *Industry and Higher Education*, 35(3), 223-232.

Gerhart, B., Hollenbeck, J., Noe, R. & Wright, P. (2022) *Human resource Management: gaining a competitive advantage*, New York, McGraw Hill.

Graham, L., Williams, L., & Chisoro, C. (2019) Barriers to the labour market for unemployed graduates in South Africa. *Journal of Education and Work*, 32(4), 360-376.

Petrone, P. (2015). What Recent College Graduates Are Looking For in Their First Job. *LinkedIn Talent blog*. Available at :[www.linkedin.com/business/talent/blog/talent-acquisition/what-recent-college-graduates-are-looking-for-in-first-job](http://www.linkedin.com/business/talent/blog/talent-acquisition/what-recent-college-graduates-are-looking-for-in-first-job), (accessed: 15.12.2023)

Pham, N. (2021). What do students want from a career fair. *Recruitment blogs*. Available at: <https://recruitingblogs.com/profiles/blogs/what-do-students-want-from-a-career-fair>, (accessed: 30.01.2024)

PressPwC (2023). PwC Belgium books growth of 11.7% and looks forward to the launch of Chat PwC in 2024. *PwC Belgium Press*. Available at : <https://press.pwc.be/pwc-belgium-annual-results-fy23#:~:text=December%2019%2C%202023%20-%20PwC%20in%20Belgium%20grew,2023%29%2C%20booking%20net%20revenue%20of%20EUR%20418.1%20million.>, (accessed: 02.04.2024)

PricewaterhouseCoopers (2024). History & milestones. *PwC Belgium About us*. Available at :[www.pwc.be/en/company-information/history.html](http://www.pwc.be/en/company-information/history.html), (accessed: 02.04.2024)

PricewaterhouseCoopers (2024). Our culture. *PwC Belgium About us*. Available at : [www.pwc.be/en/company-information/our-culture.html](http://www.pwc.be/en/company-information/our-culture.html), (accessed: 02.04.2024)

PricewaterhouseCoopers (2023). Meet our employee. *PwC Belgium at LinkedIn*. Available at : [/www.linkedin.com/posts/pwc\\_belgium\\_teampwc-pwccareers-activity-7173647753418358784-EMi-?utm\\_source=share&utm\\_medium=member\\_desktop](http://www.linkedin.com/posts/pwc_belgium_teampwc-pwccareers-activity-7173647753418358784-EMi-?utm_source=share&utm_medium=member_desktop), (accessed: 20.04.2024)

PricewaterhouseCoopers (2023). What do our people think about PwC. *PwC Belgium at LinkedIn*. Available at : [/www.linkedin.com/posts/pwc\\_belgium\\_pwccareers-meetoursolvers-worklifebalance-activity-7176871509498433536-lKSR?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/pwc_belgium_pwccareers-meetoursolvers-worklifebalance-activity-7176871509498433536-lKSR?utm_source=share&utm_medium=member_desktop), (accessed: 20.04.2024)

Rodríguez-Sánchez, J., González-Torres, T., Montero-Navarro, A. & Losada, R G. (2020). Investing Time and Resources for Work–Life Balance: The Effect on Talent Retention. *International Journal of Environmental Research and Public Health*, 17(6), 1-14.

Rozario, S D., Venkatraman, S. & Abbas, A. (2019). Challenges in Recruitment and Selection Process: An Empirical Study. *Challenges*, 10(2), 35.

Theurer, C P., Tumasjan, A., Welp, I M. & Lievens, F. (2018). Employer Branding: A Brand Equity-based Literature Review and Research Agenda. *International Journal of Management Review*, 20(1), 155-179.