

Le **Club** des  
**Entreprises**  
Université Savoie Mont Blanc





CLUB DES ENTREPRISES  
The good reflex!

**WELCOME TO  
THE CLUB!**





## CONNECTING THE ECONOMIC WORLD TO THE UNIVERSITY

### 3 fields

- Professionalisation
- Professional introduction for students
- Collaborative networks

### 3 targets

- Teachers-Researchers
- Students
- Companies

### 5 school partnerships

- IAE Savoie Mont Blanc
- IUT Annecy
- IUT Chambéry
- Polytech Annecy Chambéry
- Faculté de droit





## WHAT A TEAM !

**Olivier SALAUN**

President

And the members of the head office of the association + the members of the Board



**Virginie REITZER**

General Manager

And her team of 7 workers dispatched in 5 schools -  
Head office at IAE Savoie Mont Blanc





# OUR HISTORY



2015  
Club supports the creation of a foundation



2013  
1 Club for 4  
Fusion  
CDE + APEI  
(Polytech Club)

2013  
National Award AEF  
"Insertion – Formation"



2011  
Student  
membership  
becomes free



2011  
1st Apprenticeship  
Job Dating



2010  
Second school  
partnership  
IUT Annecy



2008  
1st Business  
Week and  
Internship  
Forum



Only 1 school  
partnership  
IMUS (Ex IUP  
CV)  
(which  
became IAE  
Savoie Mont  
Blanc)

1991  
Creation of  
the Club  
to create  
the new  
Sales IUP  
in Annecy





# NON-PROFIT ORGANISATION

## A Board of Directors made up of 3

- companies: 22 members
- institutions: 15 members
- university: 12 members

## A Head Office elected by the Board

1 President / 3 Vice-Presidents / 1 Treasurer / 1 Secretary

## A General Assembly every year

Own status and a partnership with the Université Savoie Mont Blanc



## OUR VOCATION

### Connecting Economic World and University

- A unique partnership unseen in any other universities
- Strong and high-value links between companies and high education
- Personal involvement of business Directors and co-workers towards teachers-researchers and students (and vice versa)



## Adhérents Entreprises



## Adhérents Institutions



## Et tout un réseau collaboratif



... Plus de 15 000 contacts dans les entreprises et collectivités en Pays de Savoie



# A HUGE COLLABORATIVE NETWORK

- 100 companies members
- 16 institutional partners
- 44 associate members, professional networks and non-profit organisations
- All students from the 5 component members
- And more than 17,000 professional contacts





# OUR RESOURCES

## Humans

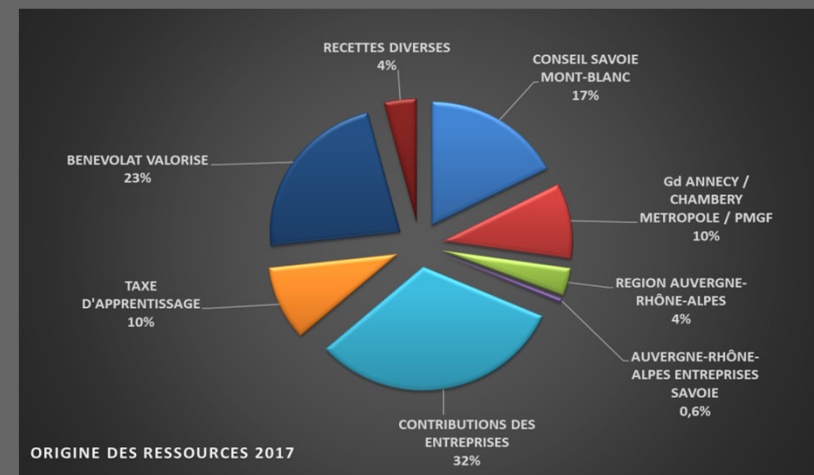
- 1 team of 8 employees: 1 General Manager and 7 co-workers
- 1 network of volunteers from different business backgrounds

## Technical

- Offices and information systems supplied by the University (5 schools)
- CRM Eudonet (contact software system) property of the Club

## Financial

- 500 000 € budget per year





## OUR JOB

- **Promote professionalisation**

of the teachers to meet the needs of economic skills to the adequate training offer

- **Helps students with their job review**

and promote their schools to local companies

- **Organise events** Business/University

by boosting the networking process of high education and business players



# PROFESSIONALISATION

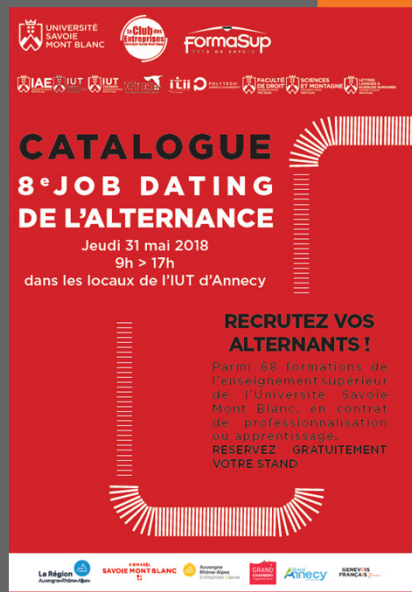
## Collaborative meetings / governance

- 400 technical meetings / presentations of the Club / Management boards / Development Councils / Board meetings / Steering committees / Administration meetings / Team meetings etc.

## Business recrutement

- 500 professional profiles, both volunteers and contractors





# Promotion of the diplomas to companies

## The documents

- 4,000 internship schedules
- 1,000 project brochures
- 4,500 apprenticeship possibilities listed in catalogues
- 4,000 invitations of the Internship Festival and Apprenticeship Job Dating

## A contact management tool

- Targeted mailshots towards business contacts
- Individual answers to each company need





# Student job review

## The “job review” tool box

- Poster campaign of the Club every year
- 1 branch office in each school member
- 1,000 internship offers on Internet, targeted mailshots, and posted in each school
- Methodological tools for interviews training
- Advices to students: internship research, advice for their resumes and cover letters, interviews, etc.

## Promote entrepreneurship

- Barcamps
- Courses
- Challenge de l'idée (idea contest)





## OUR EVENTS

**Network booster for students and teachers**

### OUR EVENTS

Semaine Emploi & Entreprise ■ **Forums des Stages** ■ Job Dating de l'Alternance ■ **Training Job Kfé** ■ MasterClass ■ **IUThématiques** ■ Table-ronde "Management au Féminin" ■ **Outils de préparation à l'entretien** ■ Calendrier des Stages ■ **Catalogue Missions & Projets** ■ Offres de stages et d'alternance...



# 11th BUSINESS WEEK

## Adopt your job!

### November 19-22 2018

- **Monday, November 19 - Jacob-Bellecombette**  
Conferences + Talk + Hackathon
- **Tuesday, November 20 - Bourget-du-Lac**  
Conferences + Talk + Hackathon + Apéro'Stages (internship forum) + Training Job Kfé
- **Wednesday, November 21 - Annecy-le-Vieux**  
Espace'Stages (internship forum) + Training Job Kfé
- **Thursday, November 22 - Annecy-le-Vieux**  
Conferences + Talk + Hackathon







# INTERNSHIPS' FESTIVAL

## 2017 EDITION

- Wednesday, November 22
- Online registration to manage company registrations, internship offers, and appointment bookings every 15 min
- 70 companies on site, each with a private booth
- 700 candidates
- 1.700 appointments
- 300 internship offers
- 4 conferences to prepare for interviews (320 participants) + booths and workshops
- 3 Trainings Job Kfé on the 3 campus
  - . 40 volunteered recruiters
  - . 350 simulated interviews

## 2018 EDITION

- Tuesday, November 20 and Wednesday, November 21, 2018







# Apprenticeship Job Dating

## 2017 EDITION

- 6 steering committees
- 4,000 invitations
- Online registration to manage company registrations, internship offers, and appointment bookings every 15 min
- 1 toolbox for candidates to get prepared for interviews
- 101 companies on site
- 560 missions proposed
- 500 candidates
- 67 university trainings from bac +2 to bac +5
- 1,500 appointments between students and companies

# INVITATION

## LES ENTRETIENS DU CLUB ENTREPRISES ■ UNIVERSITÉ

### « TERRITOIRES ATTRACTIFS »

Comment et pourquoi valoriser son territoire à l'international ?

Jeu­di 19 novembre ■ 16h30 > 18h30 ■ IAE Savoie Mont Blanc d'An­cey

#### Le thème

Le marketing territorial est à la mode !

C'est à qui valorisera le mieux ses atouts pour attirer des entreprises hightech, des touristes, des étudiants, des chercheurs, des activités à forte valeur ajoutée... et des moyens pour financer tout cela. Chaque territoire ambitionne de devenir une nouvelle Silicon Valley.

Chaque territoire veut briller à l'international en mettant en avant ses plus beaux atouts : paysages, secteurs économiques dynamiques, entreprises leaders, infrastructures, offre de formation, richesses culturelles, patrimoine architectural... Chaque acteur économique ou institutionnel joue un rôle dans cette compétition.

A quoi rime cette démarche ? S'agit-il de séduire les habitants ou d'attirer de nouveaux talents ? Le territoire est-il devenu un produit comme un autre qui a besoin des techniques de marketing et de communication pour se vendre et se développer ? Les témoignages de chefs d'entreprises, de responsables de collectivité et de professionnels du marketing permettront d'éclaircir la situation en Pays de Savoie et en région Rhône-Alpes-Auvergne.

Animation : Stéphanie GEROUDET (Pixipocket) avec la participation des étudiants du Master Marketing & Développement Durable de l'IAE Savoie Mont Blanc. Conférence suivie d'un cocktail.

Inscription en ligne sur [www.club-entreprises.univ-smb.fr](http://www.club-entreprises.univ-smb.fr)

#### Les débats

Mot de bienvenue par **Claire Salmon**, Directrice de l'IAE Savoie Mont Blanc et **Olivier Salaun** - Président du Club des Entreprises de l'Université Savoie Mont Blanc

Premier set avec les présidents des deux agglomérations de Chambéry et d'An­cey, **Xavier Dullin** et **Jean-Luc Rigaut**, et une experte en marketing territorial, **Annie Chanu**.

Objectif : expliquer quelles démarches sont en cours, pourquoi, comment avec quelles stratégies, quels moyens, quels plans d'actions, dans quels objectifs. ?

Deuxième set avec les témoignages concrets de **Côme Vermersch** (Savoie Mont Blanc Tourisme), **Jean-Marc André** (Mont Blanc Industries), **Thierry Villemin** (Université Savoie Mont Blanc), **Pascal Gay** (Club de Entreprises), **Guy Lecomte** (Choisir Savoie) sur différents exemples facteur ou résultats de l'attractivité du territoire à l'échelle internationale : montagne, culture & tourisme, entreprises, enseignement supérieur...

Objectif : montrer les atouts, les facteurs clés de réussite ou d'échec, les enjeux, les risques, les interférences, les concurrences, les spirales vertueuses...

Conclusion avec le Vice-Président de l'Université Savoie Mont Blanc **Thierry Villemin** et le Président du Club des Entreprises, **Olivier Salaun**, sur la connexion entre Université, Entreprises et Territoire, facteur d'attractivité



Inscription obligatoire sur  
[www.actionseconomie.com](http://www.actionseconomie.com)

**CAPITAL IMMATÉRIEL**  
LA RÉVOLUTION EST EN MARCHÉ

MERCREDI 28 OCTOBRE 2015 18h30



## OUR CONFERENCES

- Job conferences
- “Masterclass”
- Cycle “Les Entretien­ du club”
- Conferences by our partners, hosted by teachers
- HR Lunch



## CONDITIONS FOR SUCCESS

- Desired partnership by the entire school
- Not a forced partnership, but an answer to a demand
- The Club strategy and actions applied by the school
- A necessary timelapse to “audit”, compare, and share the organisation in each department and to measure the project’s feasibility.
- No collaboration model, but an adaptation depending on each school and each situation



## METHODOLOGY

- Validation of the request by the Club and the school
- Steering committee
- Meetings planned to overview the different types of collaboration
- Budget prepared
- Hiring of a co-worker
- Average time: One year - In the meantime, possibility to have punctual collaboration to test (Internship Forum, Job Dating, Business week ...)





## IMPLEMENTATION

- An Club office and a co-worker provided by the Club to the school
- Daily collaboration with the training directors, secretaries, students, communication services, management .... And research laboratories if necessary
- Participation in school governance
- Answer to all requests from teachers / researchers
- Collect and dispatch the internship or apprenticeship offers
- Courses promotion towards local companies



## BENEFITS FOR STUDENTS

- Get in contact with companies
- Help them create their CV, cover letter, interviews
- Help them find an internship, a mission, an apprenticeship or a job
- Enhance the image of the training program
- Discover and understand “the real life of a company” in order to guide them in their studies.



## BENEFITS FOR THE UNIVERSITY

- Reputation, singularity, territorial identity
- Cross bonding between schools through events and professional contacts
- Easier identification of the school by companies
- Interface
- Promoting events

# YOUR CONTACTS

## Campus d'Annecy-le-Vieux

- IAE Savoie Mont Blanc: Sophie ARNOULT
- IUT Annecy: Marie VILLARD
- Polytech Annecy-Chambéry: Julie DESSOUBRIE

## Campus du Bourget-du-Lac

- IUT Chambéry + autres formations: Anne NAUDY
- Polytech Annecy-Chambéry: Julie DESSOUBRIE

## Campus de Jacob-Bellecombette

- IAE Savoie Mont Blanc: Sophie ARNOULT
- Faculté de droit: Anaïs LEVEILLET

## Siège social

- Déléguée Générale: Virginie REITZER
- Responsable Communication: Aurore GREMION
- Responsable Administrative & Financière: Gaëlle FAVIER & Sylvie CORBONNOIS

