

Seizing the opportunities of the Industry 4.0 to invest in the future: the Career Day at Marconi University

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Why a Career Day at Marconi University?



Career
DAY 2016
Future job 4.0

Universities and industry have been collaborating for over a century, but the rise of a global knowledge economy has intensified the need for strategic partnerships which encompass a wide range of activities. Universities role is also changing and the task to guide students in the labour market is crucial.

In this light the organization of an event offering students and graduated the chance to meet companies and make job interviews is essential in order to reinforce the link between universities and the labour market.

Taking into account those considerations, Università degli Studi Guglielmo Marconi, in collaboration with *Manageritalia*, a longstanding federation of business representatives, *Porta Futuro Lazio*, the employment orientation agency funded by Latium Region and *Agol Association*, the association of Italian young opinion leaders, organized the **Career Day - Future Job 4.0** on 11th November 2016. The event was held in the historical headquarters of the university located in the heart of Rome and was addressed to students, graduated, unemployed people and all individuals wishing to re-tailor their careers.

Its aim was also to provide participants with the opportunity to be aware of emergent skills and professions related to the Industry 4.0 as well as to be familiar with the Job hunting techniques and tools of the digital age (Job Hunting 4.0).

Industry 4.0

The choice to dedicate the first edition of the Career Day to the “*Industry 4.0*” concept was due to the massive impact that this phenomenon is having in terms of skills and professions’ transformation and on the nature of the university itself which builds on the continuous research and use of digital and multimedia technologies and solutions in the provision of its programs.

Industry 4.0 is a term which is becoming highly popular in Europe to define the next phase in the digitization of the manufacturing sector, driven by four disruptions: the astonishing rise in data volumes, computational power, and connectivity, especially new low-power wide-area networks; the emergence of analytics and business-intelligence capabilities; new forms of human-machine interaction such as touch interfaces and augmented-reality systems; and improvements in transferring digital instructions to the physical world, such as advanced robotics and 3-D printing (McKinsey&Company). The expression, initially referred only to the manufacturing sector, has been extended to the digital revolution which is involving all sectors and that is entailing a rapidly changing of Job requirements and skills. New professions are arising but daily work in every domain is being deeply affected by this strong process of digitalisation.

The event in a nutshell

Drawing inspiration from Industry 4.0 the “Career day, Future Job 4.0” was structured on a series of main activities that can be described as follows:

Exhibition itinerary/companies stands. Along the entire day all participants had the chance to meet recruiters at each company’s stand leaving their own curriculum vitae and making job interviews for current vacancies.

Job Lab & Counselling. Students services were provided directly on site by means of job labs, counselling assistance and job hunting coaching. Moreover, thanks to the competition called “ONE MINUTE PITCH” people had the opportunity to record a video and introduce their competencies and ambitions in a time frame of one minute. The best video was awarded a Smartphone OnePlus 3.

Speakers’ Corner. A series of speeches by experts and companies’ managers were given to fuel the debate on the complex labour market situation, the new jobs arising from the digital revolution and the strategy of the different companies on how to improve their selection procedures and catch the new profiles.



Colonna Hall, 11 November, 2016, Career Day Future Job 4.0 <http://futurejob.unimarconi.it/index.php>

The event was joined by more than 500 visitors and the 20 participating companies collected about 60/70 curriculum vitae each interviewing around 30/40 students, graduated and people looking for a job.

The interesting and significant results as well as the positive feedbacks received from both partner companies and participants will offer the basis for organizing the next edition of the career day which will surely be even more attractive and in line with the market evolution and requirements.

References

Jan Smit, Stephan Kreutzer, Carolin Moeller, Malin Carlberg. (2016), *Industry 4.0*, Directorate General for Internal Policies, Policy Department A: Economic and Scientific Policy, European Union Parliament