MEDIA ALERT
Brussels, 19 October 2016

Young Europeans step into the shoes of business and policy leaders for one day

- 40 young Europeans will participate in Leaders-for-a-Day, on 19 October and learn from top leaders by shadowing them during an entire working day

- At the end of the day, students and leaders will be invited to exchange their views on career and skills development during a cocktail celebration, including a presentation of ManpowerGroup’s recent report ‘Millennial Careers: 2020 Vision’.

Leaders-for-a-Day 2016

Leaders-for-a-Day, organised by JA Europe in cooperation with the AmCham EU, and supported by ManpowerGroup and Microsoft, is designed to offer further opportunities to students who completed the JA Company Programme and obtained the Entrepreneurial Skills Pass™ (ESP), a unique certification of their entrepreneurial skills, knowledge and attitude.

This initiative aims to inspire young people to be more entrepreneurial and encourage mentoring opportunities between students and experienced professionals. Leaders include the European Commissioner for Education, EU officials and business CEOs. Young people will benefit from this experience to expand their network and better position themselves to enter the labour market. Studies have shown that students who have contact with employers while in school are more likely to be employed and 3-6 times less likely to be jobless.

A celebration cocktail will take place at Cercle de Lorraine at the end of the day. Students and leaders will share their experience and exchange views linked to ManpowerGroup’s study “Millennial Careers: 2020 Vision”.

“This is a unique and possibly first-time opportunity for these young people to spend a day with a senior leader. It helps demystify the working world and because they’ve earned their Entrepreneurial Skills Pass at school, they have important experience to share with the leader as well. Actions like Leaders-for-a-Day leave a lasting impact on both sides,” said Caroline Jenner, CEO of JA Europe.

Media opportunities

- Follow a leader and his/her shadow student
- Join us for the celebration cocktail, meet with leaders, students and learn more from the ManpowerGroup’s report
- Interview leaders/students about their experience

Agenda Wednesday, 19 October 2016

- 10:00-17:00 JA Alumni will spend a working day with a leader
- 18:30-20:00 Celebration Cocktail at Cercle de Lorraine, doors open from 17.30
Highlights from last year:

"My experience with the Leaders-for-a-Day program was excellent. Paulo from Portugal, the young leader who came to “shadow” me in the Microsoft office in Brussels, was very curious, knowledgeable and way more mature than most 18-year-olds I’ve encountered. I was impressed by the fact that Paulo already has his future plans set for the next years and it was great to help and mentor such a young talent with an entrepreneurial mind-set." - Francois Lhemory, Senior Director of Policy for Microsoft EMEA

About the students

Students were selected based on their entrepreneurial skills, knowledge and attitude but also on their video pitch. See an example below:

Video pitch from participating L4D student

About JA Europe

JA Europe www.jaeurope.org is Europe’s largest provider of education programmes for entrepreneurship, work readiness and financial literacy, reaching 3.5 million students in 39 countries in 2015. It was founded in 2001 when Young Enterprise Europe and Junior Achievement International Europe merged. JA works with the education and business communities as well as governments to provide young people from primary school to university with experiences that build the skills and competences they will need to succeed in a global economy. JA’s activities have been endorsed as best practice by the European Commission. JA Europe is the European Regional Operating Centre for JA Worldwide®.

About ManpowerGroup

ManpowerGroup® (NYSE: MAN) is the world’s workforce expert, creating innovative workforce solutions for more than 65 years. As workforce experts, we connect more than 600,000 people to meaningful work across a wide range of skills and industries every day. Through our ManpowerGroup family of brands – Manpower®, Experis®, Right Management® and ManpowerGroup® Solutions – we help more than 400,000 clients in 80 countries and territories address their critical talent needs, providing comprehensive solutions to resource, manage and develop talent. In 2015, ManpowerGroup was named one of the World’s Most Ethical Companies for the fifth consecutive year and one of Fortune’s Most Admired Companies, confirming our position as the most trusted and admired brand in the industry. See how ManpowerGroup makes powering the world of work humanly possible: www.manpowergroup.com

For more information please contact:

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Confirmed leaders

Tibor Navracics
European Commission
Commissioner for Education, Culture, Youth and Sport
Bio

Alex Dossche
Sage
Managing Director
Bio

Alexandroa B. Koronakis
New Europe
Editor & CEO
Bio

Andreas Tegge
SAP
Head Global Government Relations
Bio

Angela Buren
AXA Group
Head of Talent & Performance
Bio

Antonio Salvatore (Tony) Graziano
Huawei
Vice-President of the European Public Affairs and Communications Office
Bio

Bart De Ridder
Accenture
Country Managing Director
Bio

Brian Johnson
The Parliament Magazine
Managing Editor
Bio

Calogero Lattuca
Vesuvius
Sales Manager
Bio

Christophe Vandoorne
Korn Ferry International
Senior Client Partner & Office Managing Director
Bio

Eduardo Lanza
Telefónica S.A.
Senior Manager of Brussels Office
Bio

Elke De Loecker
Tapfin
ManpowerGroup European Sales Director
Bio

Emilian Pavel
European Parliament
MEP
Bio

Eva Paunova
European Parliament
MEP
Bio

Gaert Vaerenberg
Express Belux
ManpowerGroup Director
Bio

Federica Sabatti
European Heating Industry
Secretary General
Bio

François Josz
Sage
Sales Director
Bio

Ivo Christieans
Siemens Belgium
Human Resources
Bio

An initiative of
JA Europe
A Member of JA WorldWide

In collaboration with
AmCham EU

Supported by
ManpowerGroup
Microsoft
Confirmed students

Alej Manica
18 years old
Slovak
Dream job: Entrepreneur and innovator
Bio

Anna Reisinger
17 years old
Austrian
Dream job: Doctor or business consultant
Bio

Anna-Marie Freiberg
18 years old
German
Dream job: Government inspector or politician
Bio

Antonia Bendixen
17 years old
German
Dream job: accountant
Bio

Bernard Pirle
19 years old
Romanian
Dream job: Running my own tech company
Bio

Cedric Verbeeselt
18 years old
Belgian (FL)
Dream job: CEO
Bio

Daniel López Delma
18 years old
Spanish
Dream job: CEO, entrepreneur
Bio

Dennis Mathiasen
19 years old
Danish
Dream job: Being the leader of my own company
Bio

Etulanssi Kisligha
19 years old
Belgian (FR)
Dream job: headmaster in education, entrepreneurship, NGO
Bio

Emma Gatt
18 years old
Maltese
Dream job: Finance and Management
Bio

Gian Paolo Salvi
19 years old
Italian
Dream job: CEO or Sports Director of a football team
Bio

Grete Emlt
18 years old
Estonian
Dream job: Finance and Management
Bio

Helga Meier
23 years old
Hungarian
Dream job: Event organizer, project coordinator
Bio

Igor Súlovský
18 years old
Slovak
Dream job: I just want to have a job which will make me happy
Bio

Inês Bernardes
18 years old
Portuguese
Dream job: Marketing manager
Bio

Ioanna Giannakopoulou
18 years old
Greek
Dream job: Entrepreneur (technology startup)
Bio

Katarina Cuturilo
18 years old
Serbian
Dream job: Entrepreneur
Bio

Kristián Erik Lilive
20 years old
Estonian
Dream job: Entrepreneur
Bio