

Briefing for Internationals

Intap-Campaign

„In der Welt zu Hause – in Dresden daheim“



Das internationale Talenteprojekt für Dresden

1. Who we are and what we do

At intap - the international talents project for Dresden we bring together international academics living in Dresden with the local businesses. Our goal is to retain international talents in Dresden after their graduation / completion of PhD by easing the transition from academia into local industry. To reach that goal, we at intap encourage local businesses to employ international academics. Our focus is on sensitizing, the transfer of information and the integration of both parties to establish attractive incentives for international graduates to remain in Dresden.

2. The campaign

We are planning a campaign to improve visibility and raise awareness of international academics in Dresden. The campaign „In der Welt zu Hause – in Dresden daheim“ will consist of both photo portraits of internationals with individual statements and a corresponding image film where internationals also have the opportunity to make a statement on their personal feelings and experiences when it comes to staying in Dresden. The campaign will roll out in November 2018, run for four weeks and consists of social media posts (Facebook, Twitter, Xing, Linked in...), Dresden Fernsehen reports (local TV channel), Tram TV (screens in buses and trams), campaign website and some print mediums such as billboards and post cards.

3. Your part

How can you contribute to Dresden's future? We are providing you with the opportunity to make your story heard by a broad audience. We will bring you together with a team of professional photographers and video artists. You do not need any experience in modeling or acting, you will be guided through the entire process. We prefer the video statement be in German, however testimonials for the website can be translated for you from English to German.

4. Time frame

We will start filming and interviewing in August and September 2018. There will be 3 – 4 different days allotted for filming, therefore you can pick the dates that suits you best. Filming will last approximately 3 hours and take place in Dresden. Please inform us of any dates that you will be absent from Dresden in August and September.

5. How you benefit

This is a rare opportunity to make yourself known to local companies in Dresden! In addition to increased publicity, you will receive a professional photo of yourself and will be invited to join a “pimp your CV” seminar.

We'd love to have you on board! Support the campaign by sharing your story! Please Contact:

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