

Reaching the new generations

How to seduce GenZ for a career in Photonics



Gerritje Cornelisse
managing partner NXtv



NXtv is an up-to-date infrastructure for reaching and connecting talent, education and practice. We are committed to inclusive imaging within the world of engineering and technology. Let's go! 🚀

www.nxtv.nl



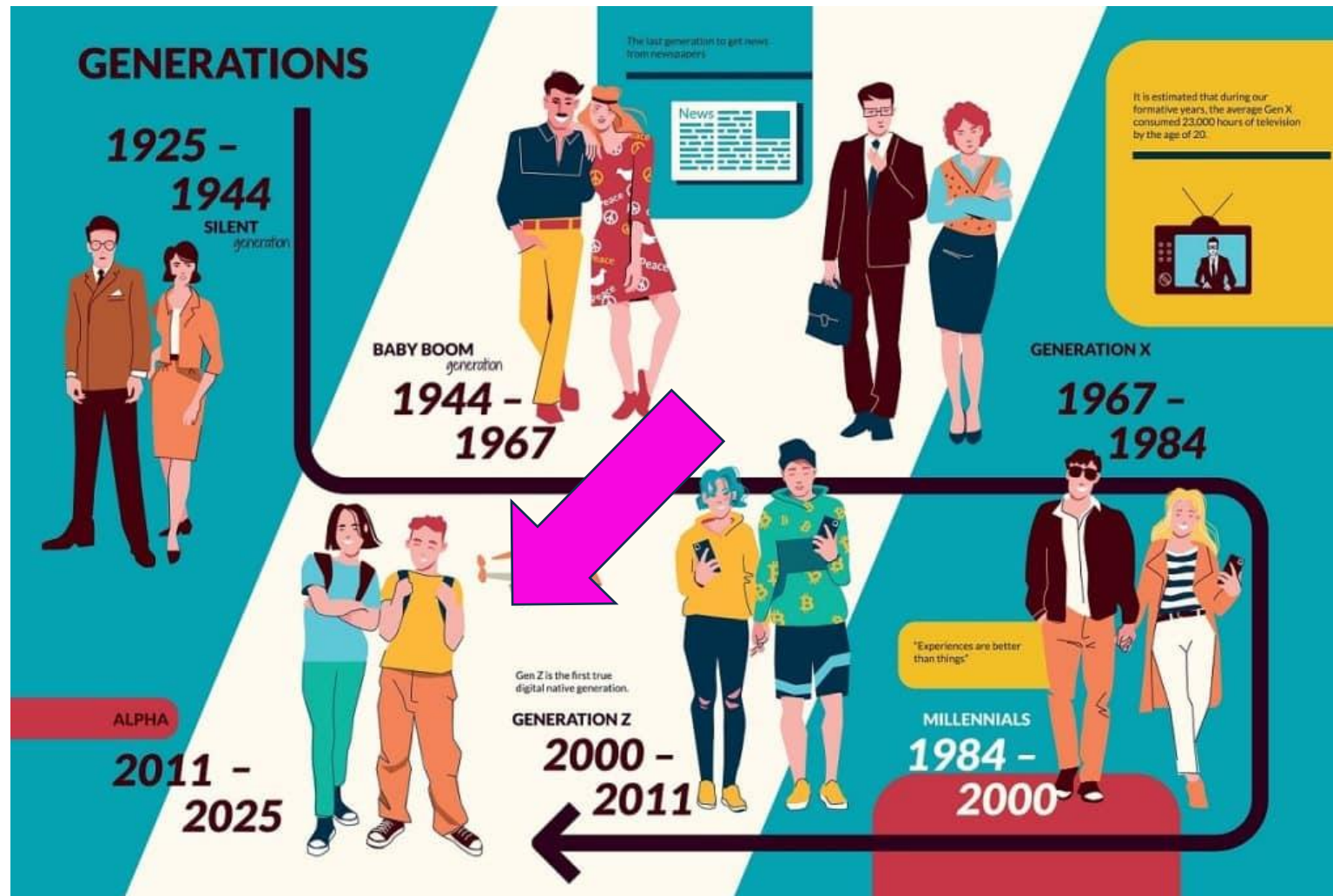


I'M TECH

MAKE TECH
YOURS

[TO THE VIDEO](#)

THE GENERATIONS



GEN X / 1967 – 1984

Independent and self-reliant

Technologically adaptable

First work-life balance seekers:



GEN Y / MILLENNIALS / 1984 - 2000

Tech-Savvy and Digitally Native

Education and Career

Economic Challenges:

Social and Environmental Awareness:

Work-Life Balance is important



GEN Z / ZOOMERS 2000 - 2011

Tech savvy to the max:

Consumption: from possession to access;

Expression: be different

Ethics

Open minded

Socially conscious

Quick





How to reach the unreachable generation to work WITH you?

They are used to this:

1. Use very strong visuals

(you only have 8 seconds)

Generation Z is extremely visual. If you want to reach them, use powerful and striking (but **sincere**) images.



2. Use the right channels

Use the Right Channels Creating strong content is one thing. Spreading your message is another stumbling block.



3. Make Gen Z part of the creation process

Engage with them! Gen Z wants to be heard and share their opinion. If you, as a company, take advantage of this, you are already one step ahead of the rest.



4. Ensure the connection with storytelling

Stories evoke emotions, and with emotions, you create a connection. And connection is what you want!



5. Geef ze context

Young people want to make a meaningful contribution. Let them see and experience the applications of photonics.





There are 3 million
talented and wanted
Zoomers out there!

Go get 'm!

Let's do this!

Gerritje Cornelisse

06 53 200300

gerritje@nxtv.nl



the future

