

## MEDIA INVITATION

Brussels, 16 April 2018

# 16 students will step into the shoes of business and policy leaders for one day

- 16 young Europeans will participate in *Leaders-for-a-Day*, on 16 April 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 Larry Farrel's book recently published, *The Entrepreneurial Attitude: Lessons from Junior Achievement's 100 Years of Developing Young Entrepreneurs*, showcasing outstanding JA alumni and their entrepreneurial achievements.

## Leaders-for-a-Day 2018

[Leaders-for-a-Day](#) is a unique one-day job shadow experience organized by JA Europe with AT&T as this year's main sponsor and supported by ManpowerGroup. The initiative 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. Leaders-for-a-Day invites young people from around Europe who have benefited from entrepreneurship education in their native country and/or took part in the [AT&T Aspire programme](#) to apply, expressing their motivation to shadow an executive in Brussels.

This initiative aims to inspire young people to be more entrepreneurial and encourage mentoring opportunities between students and experienced professionals. Leaders include representatives from the European Commission 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 The [Stanhope Hotel in Brussels](#) at the end of the day. Students and leaders will share their experience and exchange views.

*"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.

An initiative by:

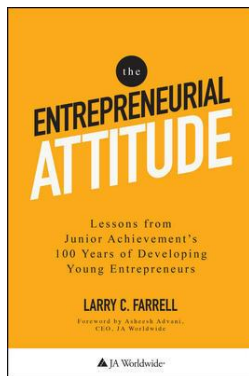


Main sponsor



Partner





"The Entrepreneurial Attitude: Lessons from Junior Achievement's 100 Years of Developing Young Entrepreneurs" L.Farrell



Video message by Marianne Thyssen, European Commissioner for Employment, Social Affairs, Skills and Labour Mobility, supporting the job shadowing initiative "Leaders for a Day" organized by JA Europe.



Video message by Peter Daly, VP - Global Service Management at AT&T, Member of the Board of Directors at JA Europe, endorsing "Leaders for a Day" initiative

## About the students



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

[Emilie van der Lande from The Netherlands](#)

## 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 Entrepreneurial Attitude book.
- Interview leaders/students about their experience

## Agenda

Monday, 16 April 2016

- 09.00 – 17.00 Job shadow at the Leader's premises
- 18.00 – 21.00 Celebration Dinner (special guests: JA Europe Board of Directors + Author, Larry Ferrell)  
Thon Stanhope, Rue du Commerce 9, 1000, Brussels

## The Leaders



**Daniel Calleja Crespo**  
European Commission

Director-General for Environment

Blo



**Marisa Trisolino**  
AT&T

Area Vice-President  
Europe, Middle East &  
Africa – Global Connection  
Management

Blo



**Catherine Lefevre**  
AT&T

Assistant Vice-President

Blo



**Lynn Coutigny**  
Right Management  
Belgium

Managing Director & MVP

Blo



**Natascha Nagels**  
ManpowerGroup

International Account  
Director

Blo



**Brian Ager**  
European Roundtable  
of Industrials

Secretary General

Blo



**Hedi Ben Mahmoud**  
The Bank of New York  
Mellon SA/NV

Chief Risk Officer

Blo



**David De Smedt**  
Sage

Sales Lead

Blo



**Alex Dossche**  
Sage

Managing Director

Blo



**Brian Johnson**  
The Parliament  
Magazine

Managing Editor

Blo



**Koen Lukasczyk**  
AXA

Chief Talent & Employee  
eExperience: Game Changer  
and Sparkle Creator

Blo



**Leonique van  
Houwelingen**  
The Bank of New York  
Mellon SA/NV

Chief Executive Officer

Blo



**Tine Vandenbreeden**  
SAP

Chief Operating Officer

Blo



**Kaat Vanderheyde**  
FedEx Express

Managing Director of Brand  
and Customer Experience  
Design

Blo



**Ivy Vanderheyden**  
SAS

Go-To-Market Marketing  
Director for Western Europe

Blo



**Christine Vanormelingen**  
Euroclear

Global Head of  
Communications

Blo



## The students



**Alessia Kovarik**  
Austria  
student, 22 years old

Blo



**Amaury Vinogradoff**  
Belgium  
student, 17 years old

Blo



**Andrea Aspesi**  
Italy  
student, 20 years old

Blo



**Andrea Palková**  
Czech Republic  
student, 18 years old

Blo



**António Silva**  
Portugal  
student, 20 years old

Blo



**Bjarne Christoph Astor**  
Germany  
student, 20 years old

Blo



**Cemre Korkmaz**  
Turkey  
student, 18 years old

Blo



**Emilie van der Lande**  
Netherlands  
student, 19 years old

Blo



**Gréta Panna Tóth**  
Hungary  
student, 20 years old

Blo



**Jade Thibaut**  
Belgium  
student, 18 years old

Blo



**Ján Moncol**  
Slovakia  
student, 19 years old

Blo



**Luis Esmoris Ruiz de Alegría**  
Spain  
student, 19 years old

Blo



**Rebecca Žigo**  
Slovakia  
student, 18 years old

Blo



**Roxana Tompea**  
Romania  
student, 23 years old

Blo



**Sebastian-Timotei Nicolae**  
Romania  
student, 18 years old

Blo



**Tautvydas Petruškevičius**  
Lithuania  
student, 19 years old

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## About JA Europe

[JA Europe](#) is Europe's largest provider of education programmes for entrepreneurship, work readiness and financial literacy, reaching 3.6 million students in 40 countries in 2017. JA Europe brings the public and private sectors together to provide young people in primary and secondary schools and early university with high-quality education programmes to teach them about enterprise, entrepreneurship, business and economics in a practical way. JA Europe is the European Regional Operating Centre for JA Worldwide®.

## About the Entrepreneurial Skills Pass



**Leaders-for-a-Day** is a part of the Further Opportunities offered through the [Entrepreneurial Skills Pass](#) (ESP). The ESP is an international qualification that certifies that students (15-19 years old), who have had a real entrepreneurship experience, hold the necessary knowledge, competences and skills to start a venture of their own or be successfully employed. ESP includes a full year in-school JA Company Programme

experience; an examination of business, economic and financial knowledge; the possibility to access further opportunities offered by small and large businesses, top higher institutions and international organization across Europe.

## About AT&T Aspire

Aspire initiative supports Junior Achievement entrepreneurship and employability programmes across Europe, equipping young people with skills they need to get a job or start a business. JA Europe and AT&T have developed a strong relationship, working closely to deliver inspiring business and enterprise programmes to young people in 8 locations in Europe (Belgium, Czech Republic, Germany, France, Israel, Netherlands, Slovakia, United Kingdom).

Aspire initiatives involve various programmes and activities that help develop young people's understanding of the world of work and the skills needed to succeed.

This is supported by AT&T expert volunteers working as facilitators, presenters, mentors and trainers. These programmes inspire students to consider their goals and aspirations through engagement with role models and can lead on to longer term activities such as entrepreneurial programmes, AT&T work experience/internships, and mentoring support as part of the wider AT&T Aspire Programme.

The programmes are implemented thanks to local AT&T and JA offices and engage over a large number of AT&T volunteers.

A total of 13,413 students were given the opportunity to participate in 350 Employability and Entrepreneurial programmes and additional supplementary activities supported by AT&T employees in 1,255 volunteering experiences during the period 2013-2017.

## 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](http://www.manpowergroup.com)

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