

## **The NORDTEK face – a selling point for the network!**

At the Stavanger meeting in June 2014, the student group proposed the concept of finding a student or past student who can be marketed as “The NORDTEK Face” (NF) when we try to promote the NORDTEK network in any of the different ways at our disposal; Social media, university websites, industrial networks and public media (newspapers, brochures, posters, TV/radio, You-tube etc).

### **How do we make the position as NF attractive and how do we use the NF effectively as a marketing argument? Financing?**

In order to avoid any conflict with the NF person`s individual ambitions, the investment in time and personal resources should be kept at a low level, and the NF should of course receive a compensation for any activities requested from her/him. This being the case, I still believe that any person fulfilling the qualities below, would consider it an honor to be selected. The possibility to be fronting the NORDTEK student network should be a reward in itself, and considered as an opportunity to develop her/his personal network in whatever directions available. I do not perceive the necessity to attach any greater monetary reward to the NF-position, although if we want to make the position as a NF even more attractive, we could consider financing a scholarship at an attractive institution or company of the NF choice for e. g. 3 months?

In our turn, we would like to promote the idea that an involvement in the NORDTEK network is a profitable activity for the individual student, but also for the institutions participating in the network. Basically we would be using the NF as a success story, hopefully connecting as much as possible of the NF history to the NORDTEK network and individual institutions as possible.

One way to do this is to recognize the NF at any of the official meetings organized by the network, every NORDTEK conference at a minimum, and having the NF present him/herself at any of the meetings taking place, and every second year, handing over the assignment to the next selected person.

Apart from this, an obvious assignment would be to promote the network between meetings. Fronting the NORDTEK website, being active at any of the social media connected to the network, and at least locally, to be active in any student organized activity that could be attached to internationalization and the network. A particularly attractive idea would be to produce a number of short videos about the NORDTEK activities, with participation of the current NF, used by the individual institutions on their websites, but also published on YouTube and the NORDTEK new website.

One way to promote the NORDTEK student exchange network in particular, would be to organize a promotion tour for the NF, covering a number of the participation institutions. At every institution, the NF should make a presentation of her/his own background and NORDTEK history, stressing the potential inherent in exploiting the mobility inside NORDTEK. If possible, the tour should also be connected to a visit at local industry partners of the institutions, relevant for the NF future career!

### **Nomination and selection of the NORDTEK Face**

Any NORDTEK institution may suggest one candidate with a presentation of the candidate and a motivation why he/she should be selected. No more than two candidates per country (one prime candidate and one runner up) should be proposed to the Country Responsible meeting group and

this group will appoint the NF person + a back-up NF to step up in case the prime NF has to resign. The position as NF can be held for up to two years.

The NF selection should be organized so that the NF can be introduced at the annual NORDTEK meeting every second year.

The candidate for the NF should fulfill most of the following main criteria:

- 1) Is or has been a NORDTEK student (has participated in a NORDTEK exchange or other relevant activity as a student), but no more than 5 years after graduating.
- 2) Has an excellent documented performance in any or all of the areas below:
  - a. Innovation
  - b. Academic results
  - c. Entrepreneurship
- 3) Manifest social competence
- 4) Obvious communicative skills
- 5) Expressed interest in the position as NF

At least for now, I do not believe it necessary to elaborate further on the selection process, since the number of candidates are likely to be few. In the future, it may be necessary to develop a more structured nomination and selection process, but this may be referred to a future NORDTEK conference.

Since the idea of a NORDTEK Face originated from the student meeting in Stavanger 2014, I would encourage feedback from in particular, the student body as well as from the NORDTEK representatives of the institutions. Please send such feedback directly to me to be summarized and included in the proposal. The ambition is to select a NORDTEK Face at the upcoming meeting in Reykjavik Island in June!

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