



FINANCE CLUB
UNIVERSITY OF ZURICH



OUR MISSION

To build the bridge between students and the financial world.



2022 EDITION

This brochure provides an overview of the current offerings, companies that seek to use our services and it contains a non-exhaustive list of our offerings.

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ABOUT

Founded in 1999, the Finance Club of the University of Zurich has become one of the leading student initiatives in the field of finance in Switzerland. In cooperation with distinguished companies and institutions, the Finance Club gives students the opportunity to gain specific insights into various financial sectors. It thereby builds an important bridge between the academic and working world of one of the biggest European Financial Centres. Currently the club consists of 24 active students (9 members are part of the board) and a community of more than 2000 students from UZH and ETH. We offer different services to companies such as events, promotions or presence as a partner at the University of Zurich.



OUR CORE OFFERINGS

AN OVERVIEW

Our goal is to provide **exposure** to companies of the Swiss financial sector, which in turn provides valuable networking opportunities for job-seeking students. Our services range from a pure promotional campaign to events fully organised by the Club. Our legacy as the leading student club has allowed for hundreds of employers and students to match. With an evergrowing community and a rising demand for offline events, a collaboration with the Finance Club can foster incredible success.



BROWN BAG

OUR RENOWNED FLAG SHIP

The Brown Bag Lunch is the most recognisable event series at the University of Zürich and continually attracts between 60 and 100 interested students.



CASE STUDY EVENTS

EXCLUSIVE RECRUITMENT

Case Studies are a more exclusive event series, attracting the most competitive students. They offer valuable experiences and challenge the participants' abilities.



PROMOTIONS

SIMPLE AND EFFECTIVE

Through our diverse social media, we offer promotional services. With thousands of community members, we provide a targeted and qualitative reach.

BROWN BAG LUNCH

The Finance Club's flagship event - the Brown Bag Lunch - is held on Thursdays at lunchtime on twelve occasions over the course of each semester. Last semester, over 900 physical attendees have showed interest in the visiting companies. Typically, the visiting company introduces itself, holds a talk on a topic of the its choosing, and presents open positions and opportunities at the company to our community (approx. 60-80 students in attendance per event). This is then followed by the lunch during which the students have the possibility to network with representatives of the company. This event is a good medium to boost a department's or company's **exposure** for a department or a company, while simultaneously introducing traineeships, internship or open positions to the students.



CASE STUDY EVENT

The Finance Club case study events are an additional service for our students to practice relevant finance topics during a session. We organise two case study events each semester (spring: Private Equity & Consulting, autumn: M&A & Private Banking/Asset Management), ideally in week 4 and 8 of the semester. Our partner company organises the content of the workshop. The event can take place either at the university or at the office of the partner company. It is usually structured as an invitation-only event, and students can apply with their CV.

Past semesters have demonstrated that the case study events have a proven track record of successfully **connecting the attendees with their future employers.**



PROMOTIONS

MAILING SERVICES

Our mailing community consists of over 2000+ students (finance, business administration, quant finance, economics) from the University of Zurich as well as ETH Zürich with whom we can share either a job (internship/part-time/full-time/graduate) posting or an upcoming events of your company. The email promoting your brand as well as advertising the job/event are **professionally designed and tailor-made** according to your requirements.

SOCIAL MEDIA SERVICES

The Finance Club has a major presence on LinkedIn and Instagram (1200+ Followers) and achieved over 110'000 impressions last semester. Our followers are diverse across these platforms. On LinkedIn, we keep in direct contact with our partners. On Instagram, we reach a younger community in an informal way: the posts are dynamic, yet still professional. We prepare an **individual story or feed post** according to your requirements in a professional design and can thereby promote your brand as well as the event.



ADDITIONAL SERVICES

Our goal to provide exposure to companies of the Swiss financial sector is achieved through a wide range of services. Next to our core offerings, we provide some variation and top-off services. Any idea from your side is welcomed, supported and developed into a new ideas. Here are three of our most popular additional services:



PARTNERSHIPS

MORE THAN EVENTS

If your company is seeking a more profound, long-lasting and cross-platform exposure, a partnership with us is the best available option at UZH.



ADVISORY

UNDERSTAND STUDENTS

We advise your company in the desire to market to students. Through our decade of leading position at the University of Zurich, we know the effective strategies.



BLOG POSTS

SHARE YOUR TOPICS

We share some topics about to our community via our website. High interaction and a low frequency of articles makes this a durable and valuable strategy.

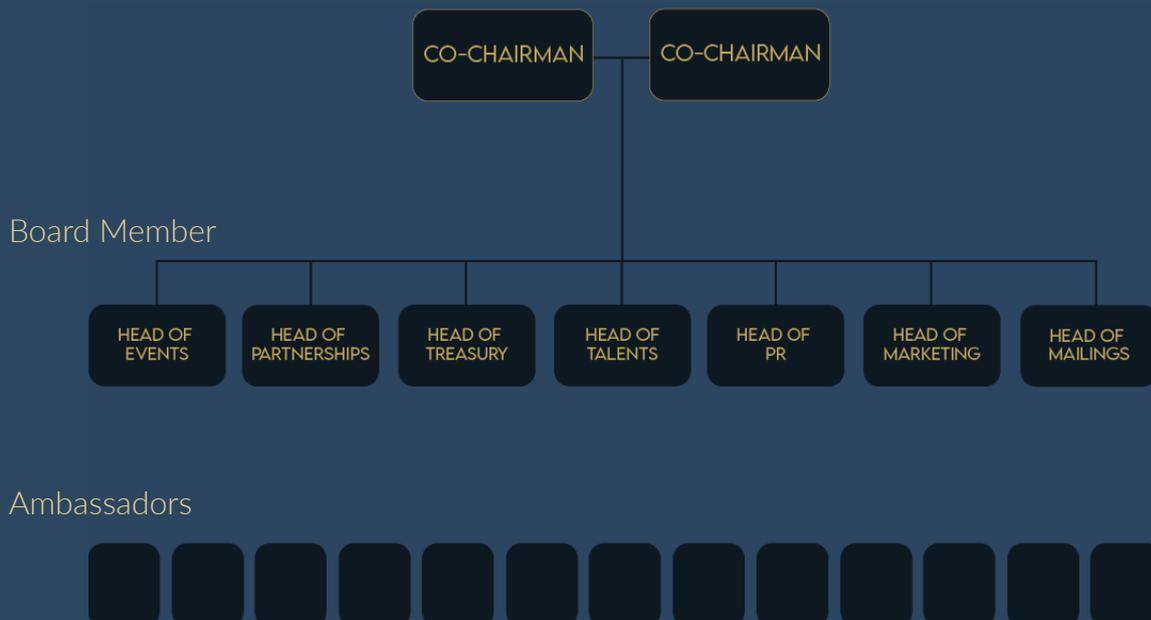
HOW WE WORK

Following a complete re-branding, a clear vision-based strategic plan, and a re-organisation of the Club, we set a new standard for university networking events.

We achieve a consistent 15% growth per semester accros all platforms and have an ever-increasing presence among the students through promotions during lectures and at fairs, through sponsorings or with posters.

Additionally, our exclusive merchandise is seen all over Zürich. We also give back to the students by organising events for the sole purpose of enjoyment, as well as through sponsoring beverages or snacks for various occasions.

Our reliability and efficient client demand management is achieved through a clearly structured organisation. We pride ourselves in being one of the leading business student associations in Switzerland.





FOR COMPANIES



FOR STUDENTS



FOR THE COMMUNITY

CONTACT US

If you have additional questions or have an interest in collaborating with us, please reach out to us via:

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«The University of Zurich, a leading educational institution that promotes exceptional young talent, greatly contributes to Zurich's appeal as a business centre. It is the long-standing partnership with the Finance Club and its events that enable me to convince myself of this time and time again. A great pleasure, as always!»

Martin Scholl, CEO Zürcher Kantonalbank

THANK YOU

We want to take the time and thank all the companies that have collaborated with us over the last 23 years.

Above all, we are extremely proud of the long-lasting relationships we have fostered over the years with academic institutions and companies alike.

Creating a more efficient job market and strengthening our quest for employer exposure at the campus has been and will remain the Finance Club's core ambition.

Thank you for your trust.

