

# LONG NIGHT OF CAREERS 2018

22 NOVEMBER

PROGRAM  
UNIVERSITÀ DELLA SVIZZERA ITALIANA  
USI

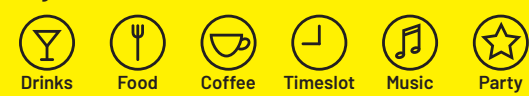
Dear students, PhD candidates and graduates,

The Career Service is pleased to invite you to the 4th Long Night of Careers@USI, an innovative platform for dialogue between the academic world and the workplace that is offered simultaneously by 13 participating institutions throughout Switzerland.

The evening starts with an Opening Panel on Sustainability, followed by a Job Gallery Walk, CV Checks, Workshops, Round Tables, Mock Interviews, Contests, but also Interactive Games, Food Tasting and other events to address the important topic of professional careers in a new, direct and informal fashion.

USI Career Service

Legend



6.00 – 7.00 P.M.

## OPENING PANEL: SUSTAINABILITY IN YOUR CAREER

Sustainability is a major driver of business innovation and opportunity over the next three decades. Understanding key sustainable systems solutions and the corresponding competencies required will enhance any career.

Monica Duca Widmer, CEO, EcoRisana and President, USI Council;

Elia Frapolli, Director, Ticino Turismo;

Antoinette Hunziker-Ebneter, CEO and Founding Partner, Forma Futura Invest and Chairwoman, Cantonal Bank of Berne;

Julian Lings, Sustainability & CSR Manager The North Face EMEA VF International;

Carole Schanté, Environmental Specialist, Novartis;

Michael Gibbert, Marketing and Consumer Behavior Professor, USI (Moderator).

Patronage: SAGW – Swiss Academy of Humanities and Social Sciences.

7.00 – 8.30 P.M.  
8.30 – 10.00 P.M.

every 15 min

## JOB GALLERY WALK

Are you interested in finding out more about a specific job? Book one or more 15 minutes individual sessions with an expert to get an idea of the typical day at work.

REGISTRATION REQUIRED  
www.usi.ch/lnoc

7.00 – 8.30 P.M.

every 15 min

8.30 – 10.00 P.M.

every 15 min

**Group I**

**AVAL00:** Global Head of Securities Transfer, Project Manager;  
**BLOOMBERG:** Financial Software Developer;  
**EF EDUCATION:** Country Manager;  
**DXT COMMODITIES:** Trader;  
**EUFINGEST:** Independent Asset Manager;  
**KAIROS ASSET MANAGEMENT:** Independent Asset Manager;  
**GUESS:** E-Commerce Manager;  
**LAC LUGANO ARTE E CULTURA:** Social & Multimedia Coordinator;  
**LE CREUSET:** Manager PR & Communication Manager  
**PwC:** Auditor;  
**QUANTA RESSOURCES HUMAINES:** HR Consultant;  
**RSI:** Digital Specialist;  
**SWISS NATIONAL BANK:** Delegate for Economic Relations, Analyst Foreign Exchange and Gold;  
**UBS:** Client Advisor Private Clients Basis  
**UNIVERSITY LIBRARY:** Archivist/ Librarian  
**VALORE BF:** Web Marketing Specialist  
**ZÜRCHER BALMELLI & PARTNERS:** Asset Manager.

**Group II**

**ASA:** Insurance Consultant;  
**AVAL00:** Head Security Operations, Solution Architect  
**BLOOMBERG:** Financial Software Developer;  
**DXT COMMODITIES:** Developer;  
**EF EDUCATION:** Sales Manager;  
**FEDERAL ADMINISTRATION:** HR Marketing Specialist;  
**FOOTBALL FEDERATION OF CANTON TICINO & ASQ:** Manager of sport association;  
**GUESS:** E-Commerce Manager;

7.00 – 8.30 P.M.  
8.30 – 10.00 P.M.

every 15 min

## CV CHECKS

Find out how effective your CV is by booking a one-on-one 15 minutes session with a company HR expert. Get suggestions on how to improve your resume according to what companies are really interested in.

REGISTRATION REQUIRED  
www.usi.ch/lnoc

7.00 – 8.30 P.M.

every 15 min

8.30 – 10.00 P.M.

every 15 min

**Group I**

Città di Lugano;  
Cornèr Banca;  
DOS Group;  
DXT Commodities;  
EF Education;  
Federal Administration;  
HR Ticino Young;  
Swatch Group Assembly;  
Swiss National Bank.

**Group II**

ASA;  
Bloomberg;  
Cornèr Banca,  
EF Education;  
Guess;  
Quanta Ressources Humaines;  
RSI;  
Swatch Group Assembly;  
Swiss National Bank;  
Valore BF.

7.00 – 8.00 P.M.  
8.00 – 9.00 P.M.  
9.00 – 10.00 P.M.

## WORKSHOPS & ROUND TABLES

What career should you choose? What are your options and how can you prepare yourself? Join the workshops and round tables, put yourself on the line, and get inspired by professionals.

REGISTRATION REQUIRED  
www.usi.ch/lnoc

7.00 – 8.00 P.M.

every 15 min

8.00 – 9.00 P.M.

every 15 min

9.00 – 10.00 P.M.

every 15 min

**WELL-BEING INSPIRES NEW BUSINESSES**

AXA, IKEA

The new now is here. A time for individual and collective well-being search, inspiring new marketing management activities. This is about the “transformative economy”: marketers understanding their ethical responsibilities, thus envisioning customer welfare. The result is astonishing!

IN ENGLISH

7.00 – 8.00 P.M.

every 15 min

8.00 – 9.00 P.M.

every 15 min

9.00 – 10.00 P.M.

every 15 min

**GET READY: HOW TO BE A CRITIC OR A WEB EDITOR**

RSI

Want to try out a career in WEB, as an editor or critic? Attend a briefing, here, in the SPAM Master Class (at 9PM) designed for aspiring WEB editors. Alternatively, take part in the One Minute GO LIVE workshop (at 8PM) if you wish to try your hand at being a critic!

IN ITALIAN

7.00 – 8.00 P.M.

every 15 min

8.00 – 9.00 P.M.

every 15 min

9.00 – 10.00 P.M.

every 15 min

**A SUSTAINABLE COMMITMENT**

Guess

How Guess changed its vision to become a social and sustainable company. Why? Come and learn with us the process and the results.

IN ENGLISH / ITALIAN

7.00 – 8.00 P.M.

every 15 min

8.00 – 9.00 P.M.

every 15 min

9.00 – 10.00 P.M.

every 15 min

**LUGANO THROUGH YOUR EYES: PHOTOGRAPHIC EDITING**

Divisione Eventi e Congressi

Discuss and learn professional photo editing techniques using pictures that best describe the city of Lugano. Work and go on to explain selection, composition and editing. At the end we'll set up an exhibition with the best photos.

IN ENGLISH / ITALIAN

7.00 – 8.00 P.M.

## VIDEO RECRUITING: HOW IT WORKS

UBS

Get involved in a new recruitment experience giving you a chance to put yourself to the test, through a genial and very social simulation! Meet our experts and you will receive UBS's advice on how to enhance your skills and bring out your strengths.

IN ITALIAN

7.00 – 8.00 P.M.

## ENRICH THE DIGITAL WORLD

Appway

Appway Platform is a development environment for web applications, from core development to fully tailored solutions that empower customers in digital transformation. Join our workshop to discover our career opportunities and culture!

IN ENGLISH

7.00 – 8.00 P.M.

## DIGITALITAZION OF THE CONSULTANCY SECTOR

Fidinam

Presentation of ExpertSuisse data, followed by a lively discussion of the activities carried out in the field: identify with us new proposals, focusing on the role of technology and of IT skills in our daily work!

IN ENGLISH / ITALIAN

7.00 – 8.00 P.M.

## SECURITY AWARENESS & CAREERS

4IT Solutions

IT Security is not just for IT. Come and discover with us some “tips” to defend yourself from digital traps and overcome the hidden manipulation behind Social Engineering & Phishing. What a great opportunity to enrich your awareness and discover the career opportunities in IT world!

IN ENGLISH / ITALIAN

8.00 – 9.00 P.M.

## VIDEO INTERVIEW: BE YOURSELF!

IKEA

Discover with us in an interactive session how to make the most of a video interview to give your unique personality and your talents a voice. Be inspired by IKEA's culture who embraces everyone's voice from all kind of backgrounds.

IN ENGLISH / ITALIAN

LNOC.CH



JOIN US ON  
INSTAGRAM  
& FACEBOOK

The LONG NIGHT OF CAREERS is presented jointly by the Career Services of Swiss universities and is taking place on 22 November 2018.

In 2018 it's being held at 13 universities:

ETH Zurich, University of Applied Sciences St.Gallen (FHS),  
Lucerne University of Applied Sciences and Arts,  
University of Applied Sciences HTW Chur,  
Scuola universitaria professionale della Svizzera italiana (SUPSI),  
HSR University of Applied Sciences Rapperswil,  
Università della Svizzera italiana (USI), University of St.Gallen (HSG),  
University of Basel, Université de Genève, Université de Neuchâtel,  
University of Zurich, ZHAW Zurich University of Applied Sciences.

We would like to inform you that during the event there will be audio recordings and video shoots. The Università della Svizzera italiana may use this material for future reference.

Sponsors / Partners

OGEINS

BUHLER

EY  
Building a better  
working world

KISTLER  
measure, analyze, innovate.

pwc

Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

zühlke  
empowering ideas

8.00 –  
9.00 P.M.

## ONE MINUTE GO LIVE

IN ITALIAN

RSI

Draft a book /film/show review, in the capacity of cinema or literature experts, to be recorded as a two-minutes presentation in front of a camera. Two RSI experts will select the best review and the winner will have a chance to spend a day at the RSI in an editorial office of their choice and be the guest speaker with Danny Rausero on RETE Uno.

A-13

8.00 –  
9.00 P.M.

## WHAT'S NEXT FOR THE RETAIL INDUSTRY?

IN ENGLISH /  
ITALIAN

VF International

Curious to know more about how the retailing world is evolving? Join us to discover the future trends and career opportunities!

8.00 –  
9.00 P.M.

## EMPOWER YOUR CV: WORK ABROAD

IN ENGLISH /  
ITALIAN

AIESEC Lugano

Be prepared for the next CV Check! Come and discover international opportunities to enrich your CV. Make an impact on the World with Volunteering, or differentiate yourself with a Global Internship.

8.00 –  
9.00 P.M.

## SOFT SKILLS: AN ADVANTAGE FOR WOMEN?

IN ENGLISH /  
ITALIAN

BPW, Deutsche Bank, Soho Flordis International, Utrecht University

Are soft skills a typically feminine feature? Do they help you get ahead in your career? Find out through the experience of four professional women working in different sectors.

8.00 –  
9.00 P.M.

## SKILLS FOR AN INTERNATIONAL CAREER

IN ITALIAN

Federal Administration – DFAE

Do you dream of having an international career? What skills do you need and how can you obtain them? The Federal Department of Foreign Affairs (FDFA) provides you with valuable advice.

A-32

8.00 –  
9.00 P.M.

## CAREER BOOST

IN ENGLISH

Deloitte

During our workshop, you will have the chance to upgrade your interview skills and fine tune your CV. Also, you will get some first-hand insights into life at Deloitte.

8.00 –  
9.00 P.M.

## WANNA BE AN IT ARCHITECT?

IN ENGLISH /  
ITALIAN

Dos Group

Analysis and discussion of real cases and their implementation: benefits, drawbacks, lesson learned. Come and discover the company and the internship and jobs opportunities!

A-34

9.00 –  
10.00 P.M.

## GET READY FOR FASHION TECH JOBS

IN ENGLISH /  
ITALIAN

Google, Guess, Netcomm Suisse Association, VF International

With over 40 million investments in Europe in the ICT & Digital industry, the Fashion Tech is one of the most dynamic & fast-growing sector: come and discover its job opportunities and the newest Digital Bootcamp.

9.00 –  
10.00 P.M.

## SPAM MASTER CLASS

IN ITALIAN

RSI

Become a SPAM editor! Put together a 90-second story on your iPhone on LNoC 2018, to be published on SPAM. A jury of two RSI editors with a USI special Guest will select the best story, for publication on SPAM.

9.00 –  
10.00 P.M.

## MYSTERY CHALLENGE

IN ENGLISH /  
ITALIAN

VF International

How much to do you know about VF Corporation? Take part in the quiz, challenge some USI graduates who have joined the VF team and win a prize!

A-21

9.00 –  
10.00 P.M.

## DIGITAL TRANSFOR- MATION & CAREERS

IN ENGLISH /  
ITALIAN

Global Shapers

IT & Companies: how process and structures are changing. Some tips to keep up-to-date in your professional career.

A-22

9.00 –  
10.00 P.M.

## LINKEDIN & SOCIAL SELLING

IN ENGLISH /  
ITALIAN

Valore BF, LinkedIn

How important is it to have a strong LinkedIn profile? Make your online business card attractive to Recruiters: advice from our experts and a LinkedIn Consultant!

A-31

9.00 –  
10.00 P.M.

## TRY IT!

IN ENGLISH /  
ITALIAN

CP Start-up, Hegias, Fondazione Agire / Tecnopolo Ticino, Startup Garage

Grasp all the opportunities from a start-up experience ... a world of opportunities is awaiting you! Come and discover who we can help you.

A-32

9.00 –  
10.00 P.M.

## IS YOUR FAMILY BUSINESS YOUR FUTURE CAREER?

IN ENGLISH /  
ITALIAN

Juri Elettronica, Plastifil, Tecnopinz, The Farah Hospital

What challenges will you be faced with as you join your family firm? Can you make a real contribution, have a real impact? Find out by listening to those who have moved up through the ranks ... in the family!

A-33

9.00 –  
10.00 P.M.

## WORKING IN A PUBLISHING HOUSE

IN ITALIAN

Edizioni Casagrande

How many people does it take to create a book? From the editor to the graphic designer, from the press office to the marketing process, we'll tell you all about the professionals involved in a publishing house.

A-34

7.00 –  
10.00 P.M.

## EXTRAS

Meet companies while playing. Discover a new dimension of work and professional networking.

## #SELFIEYOUR- FUTURE

Valore BF

What kind of professional would you like to become? Choose one or more of our gadgets, produced with a 3D printer, which best represents your professional profile. Take a selfie and share it by using the hashtag #SelfieYourFuture.

A-14

## CV PHOTO SHOOTING

Guess

Guess What? It's time for photo shooting! Complete your personal CV with a perfect photo taken by a GUESS professional photographer.

A-14

## IKEA BIRTHDAY 75 YEARS

HALL 1ST FLOOR

IKEA

Celebrate with us our democratic design history with the revival of some furniture icons from three of our collections.

## PING-PONG CHALLENGE

HALL 1ST FLOOR

Red Bull

Come and play to be quick, agile, mobile and goal-oriented. Play ping-pong with the Red Bull representatives and see if you're fit for the top!

## MEET & GREET THE STUDENT ASSOCIATIONS

HALL 2ND FLOOR

USI Students Associations: AIESEC Lugano, L'universo, USI Geek, United Students

Interested in extracurricular activities? Add to your CV your membership of a student association. Find out about USI associations and how being a member can boost your career.

7.00 –  
10.00 P.M.



## FOOD COURT

Do you need to recharge? Sandwiches, bagels, bretzels, fruits, drinks, snacks, coffee and a spaghetti dinner will keep you going through the night...

## FIDINAM BROWN BAGS

HALL 1ST FLOOR

Fidinam

Hungry? Grab your Fidnam Brown Bag and get started!

## VF FOOD TRUCK

COURTYARD

VF International

Treat yourself to a VF bagel, taste a bit of the American flavor!

## GIVE YOU WINGS

COURTYARD

Red Bull

Take a Red Bull and fly up to the 3rd Floor!

## ADD SOME SALT TO YOUR CAREER

HALL 1ST FLOOR

Avalog

Have a Break, have a Bretzel!

## GIVE YOURSELF A FRUITY BREAK

HALL 1ST, 2ND, 3RD FLOORS

mrSmile

Taste a fresh orange and boost your brain with vitamins!

## EXPRESS YOURSELF

A-11

Masaba Coffee

Masaba Coffee, helping you feel connected!

## UBS ICE-CREAM

HALL 2ND FLOOR

UBS

Fresh perspectives at UBS:  
#graduatecareersUBS!

## RED BULL & CHIO SNACKS

HALL 3RD FLOOR

Red Bull & Chio Snacks

Recharge your batteries! Make a pit stop with energy drinks and chips: it might be just what you need.

10.00 –  
10.30 P.M.

## MIDNIGHT SPAGHETTI WITH PwC

CANTEEN

PwC

Feed your mind and body! Celebrate with us this Long Night with spaghetti!



## CLOSING PARTY

The night is not over! Celebrate with us: dance to the music of DJ Marathon, and then party all night long with United Students!

10.00 P.M.  
– 00.00

## MUSIC CHILL-OUT

CANTEEN

The Dj Marathon

Moment of well-deserved relaxation, with music and entertainment to wind down while listening to the performances of DJs who will also share their experience with Espérance Acti, a charity & music project.

00:00 –  
02:00 A.M.

## LNOC PARTY – TREASURE HUNT

LIVING ROOM

United Students

Long Night of the Career's official party by United Students at Living Room. Get ready to solve various riddles to get to the ultimate treasure!