To be successful in application processes requires a compelling self-presentation. Using an approach and material equitable in academic settings will most likely not meet the expectations of the commercial market.

Independent on the aim, applicants will have to reflect on the current situation in the labour market, a cautious evaluation and matching of existing and requested skills are as crucial as a thorough idea of the added value to be offered.

Successful applicants know about the fundamental differences in academic versus industry application documents, the potential sources of errors, and manage a convincing self-presentation.

**ETHZ, main building (HG), room D1.2**
**Tuesday, 05.04.2016, 17h30-19h30**
**No participation fee**
**Online registration mandatory:**