

BizBuzz™, let's tango!

In brief : Leased out web spaces on college labs. Reach out directly to students for anything from brand building to pre-placement screening.

BizBuzz™ is the forum for industry to reach out directly to students on campus *via* web based publishing.

The published content could range from tech articles of topical interest, white papers published by a company and patents filed, to market survey findings, announcements of trainings and posting of challenges. The content can be hyperlinked for students to follow details.

Successful talent acquisition involves forging a match between proposed opportunities on one hand and career ambitions on the other *via* informed choice. Reach out to the right partner on the dance floor of BizBuzz and tango away !

BizBuzz™ displays industry related, student centric content, directly on the start-up screens of campus computers.

Colama powers on-campus computers that students use as part of their curricular activities. We can therefore proactively display specific content to a targeted audience on a predictable schedule.

This differentiates BizBuzz™ from company hiring websites and job portals which requires the prospect to explicitly visit these pages.

BizBuzz™ can be used to

- nurture interest, about prospective employers, in the student community.
- improve student awareness about specific industry trends
- better prepare/screen students for campus placement activities
- coordinate industry training offered

BizBuzz™ pricing is based on the type of access, duration of campaign and tier of institution. Discounts for start-ups are available.

Duration	Access	Institution	Pricing
1 month	exclusive	tier 2	30,000/-
3 months	shared	tier 4	20,000/-
all year	shared	tier 1	100,000/-
all year	shared	tier 3	50,000/-

