

Promoting excellence in mobility engineering



FISITA
Member Societies

FISITA
Honorary Committee
corporate members



Marketing
Pack



Film



Web - YFIA



FISITA
'Friend for Life'
Status



FISITA
Work Experience
Programme



Travel
Bursary



Discussion
forum



Individual
professional
profile



Jobs
listings

=



Career
opportunity

To promote automotive/mobility industry as career pathway of choice

Integral element for promotion purposes & marketing pack. Focus on capturing the imagination of young people to learn more about their future in automotive

An impactful web experience, meeting with current web expectations, creates feeling of aspirational achievement

Gateway to FISITA support - annual, low cost individual subscription - requires membership (student or full) of local Member Society

Includes web & social media content/visuals/downloads, print ready flyers, press releases etc

Call to action through demonstrable career opportunities, evidenced by real people with great careers, sexy cars & cool technology

Compelling content, visually excellent, energetic, relevant sound track and supporting brand recognition

Opens the door to FISITA & the products & services which support individuals create & sustain their automotive career pathways

Purpose is to deliver a coordinated, international awareness of YFIA and direct link to fisita.com/YFIA

All information channels people to fisita.com/YFIA for further information

Impressive people, inspirational career stories & pathways. Ordinary people in extraordinary roles. Achievable by all.

Supports member recruitment & retention opportunities for MS & an employee gateway for HC. Continual refresh of volunteers within FISITA volunteer community

A compelling, generic, marketing pack for all FISITA members to use in order to create an internationally coordinated marketing campaign aimed at inspiring young people to become automotive engineers.

The common end result of this marketing campaign is to channel people to fisita.com/yourfutureinautomotive

An international professional status, allowing FISITA to reach individuals and improve support and benefit for members

A professional space where FISITA is:

- Contributing to the membership recruitment and retention drive of its Member Societies
- Channelling a pipeline of engineering talent to corporate members of the Honorary Committee
- Promoting individuals within the community through individual, professional profiles & discussion forum
- Engaging key individuals within the FISITA leadership structure