## New ways of promoting training: SIEGENIA trainees rapping

# Music video with Benit Dinaj speaks the language of young people

The SIEGENIA GROUP is pursuing unconventional routes to attract the attention of talented recruits: trainee Benit Dinaj from the Wilnsdorf-Niederdielfen headquarters presents the company, its products and its training to young people in a music video – in a creative, entertaining and targeted way, as a rap. "Gaining the interest of school leavers is increasingly becoming a challenge. Therefore, we place great value in addressing them in a way which reflects their interests and values", explained Nadine Rajabpour, trainer at the SIEGENIA GROUP.

"Complicating the matter is the fact that we can no longer restrict the dialogue with young people to the presentation of our company and its benefits. What is needed instead is to give them orientation and to provide them with comprehensive career guidance." For this purpose, SIEGENIA presents its offerings all year round to schools, at trade fairs and at partner events. The company is also active in the area of social media.

#### Inspired by the trainee seminar

The idea of the new training video came to Nadine Rajabpour at the end of the most recent seminar. As part of the three-day event, the new trainees from the German sites get together across-site to get to know each other and to grow together as a team. A spontaneous freestyle rap arose during the evening bonfire, which Nadine Rajabpour heard about. "I am always looking for new, innovative ways to attract young people to SIEGENIA and to our training opportunities. Music entertains and awakens emotions. Benit Dinaj inspired me immediately with his posts on TikTok and Instagram. And so we decided to produce a training video that young people would also enjoy viewing in their leisure time in order to acquire information about our company in an entertaining way."

Benit Dinaj, industrial clerk trainee and musician, was also attracted to the idea and wrote the text for the training rap in cooperation with SIEGENIA. He can also be seen in front of the camera: he plays the main role in the two-minute video that gives young people, interested in the training, a lively and descriptive insight into the company. "In the area of social media we are already on a good track", thinks Nadine Rajabpour. "We aim to be conspicuous with the new video. The combination of music, visual effects and a dynamic staging is motivating and speaks the language of young people. We hope this will allow us to attract a high level of attention."

The film can be viewed on the website of the SIEGENIA GROUP at www.siegenia.com/de/company/career/apprenticeship (<https://link.si/ausbildungsvideo>), on social networks and on the YouTube video platform.

#### Captions

Image database: SIEGENIA

*Image I: SIE\_SIEGENIA-Rap 3\_1128x815.jpg*

SIEGENIA trainees rapping: the SIEGENIA GROUP is pursuing unconventional paths to attract the attention of talented recruits.

*Image II: SIE\_SIEGENIA-Rap 1\_1128x815.jpg*

Trainee Benit Dinaj from the Wilnsdorf-Niederdielfen headquarters presents the company, its products and its training to young people in a music video.

*Image III: SIE\_SIEGENIA-Rap 2\_1128x815.jpg*

The two-minute video from SIEGENIA gives young people, interested in the training, a lively and descriptive insight into the company.

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