



EUROPEAN  
RENTAL  
ASSOCIATION

# TOMORROW'S TALENT

*Daniel Walzer*

fan-manufaktur



*Please react on Twitter, @era\_rental*





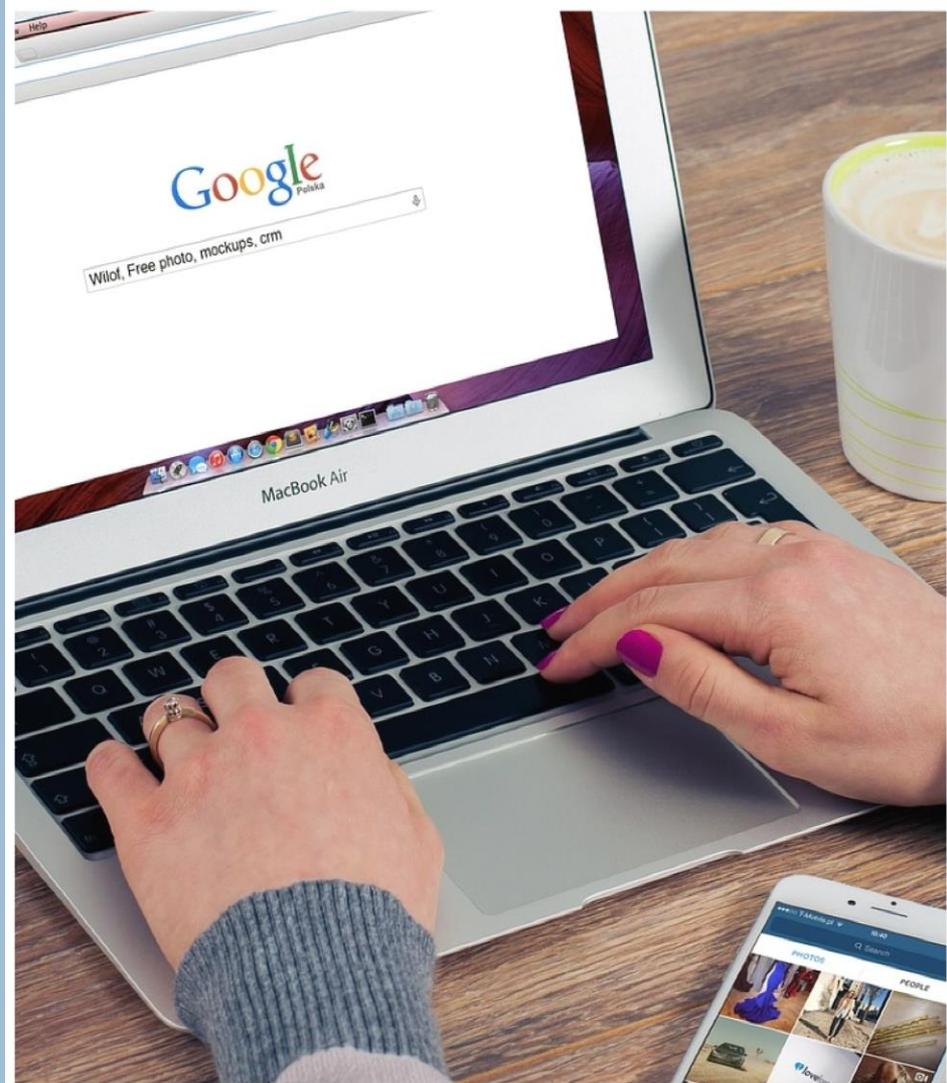
**Yesterday you  
said tomorrow!**

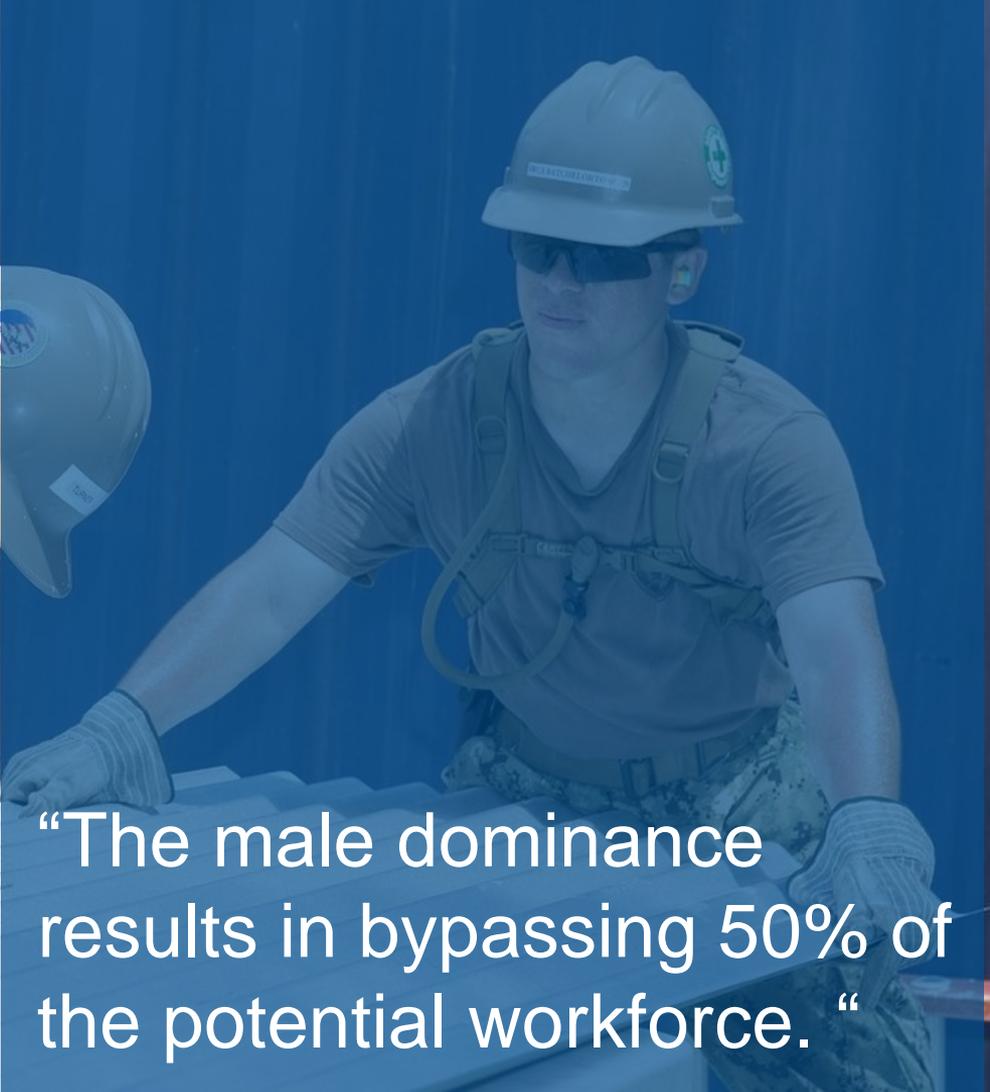


Gap of  
31,49%

WHAT CAN I DO?

WHAT CAN YOU OFFER?





“The male dominance results in bypassing 50% of the potential workforce.”

Be creative

# IF YOU WANT TO ATTRACT YP'S

1. Collaborate
2. Establish partnerships
3. Recruit digital

1. Show opportunities
2. Live company values
3. Benchmark

IF YOU WANT TO RETAIN  
YP'S

# IF YOU WANT TO BE SUCCESSFUL BY 2025

1. Be a first mover
2. Disrupt yourself
3. “Get new blood into the business”



EUROPEAN  
RENTAL  
ASSOCIATION



## Daniel Walzer

Area Leader Employer Branding

Hoyaer Straße 56  
31608 Marklohe

tel: +49 5021 916 72 22  
mob.: +49 170 203 68 72

daniel.walzer@fan-manufaktur.de  
www.fan-manufaktur.de



*Please react on Twitter, @era\_rental*