

# ABInBev Bursary Program

## The Ask

- Recruit and coordinate assessments and setup interviews for 15 graduates, specifically in the fields of Engineering and Agriculture
- The main challenge presented was timings, as December is the month when most students have left campuses or received offers elsewhere

## The Result

- Despite the timing of the year, Student Village completed the successful recruitment of 15 graduates
- Completed within 5 weeks, 3 weeks ahead of the requested Client deadline

## How We Did It

- In addition to traditional on-campus channels, Student Village turned to their on-the-ground student ambassador network to source candidates.
- To overcome the challenges of candidates residing in rural areas, without decent internet and technology access, we leveraged our ambassador network to support potential candidates with both the online assessments and interviews.

