

2017-1-NO01-KA202-034179

Budapesti Gépészeti SZC Szily
Kálmán Technikum és Kollégium

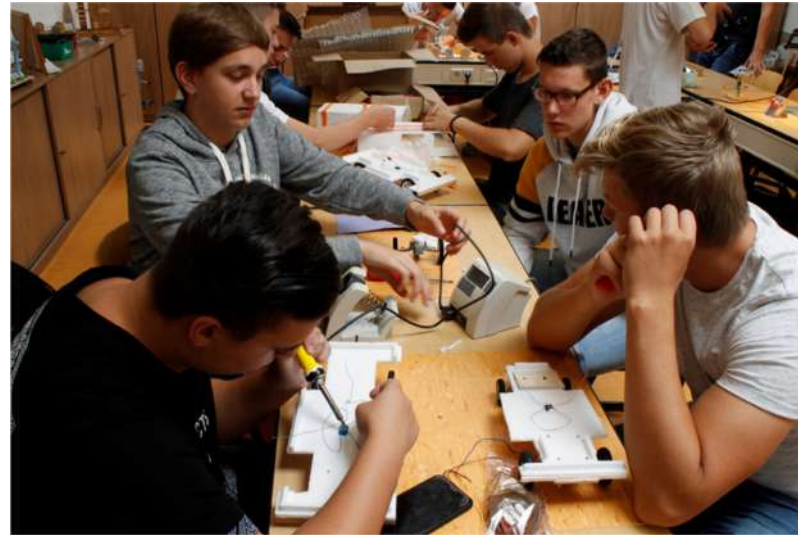
Influence of partnership

- ▶ We have never participated in KA2 projects in which NGOs were partners.
- ▶ Activities of our partners in the field of career choice is a positive example
 - ▶ Practice-orientated approach of the projects
 - ▶ Experience-based approach
 - ▶ Open-mindedness, affiliation

Chemnitz

2018.09.17.-09.23.

- ▶ Hard work before Chemnitz
- ▶ Our students prepared for more than a month
 - ▶ They designed the solar car
 - ▶ Designed, constructed and implemented it
 - ▶ Tested it , tried it out
 - ▶ Did the necessary corrections



Chemnitz

2018.09.17.-09.23.

- ▶ The event resulted in a successful way



Chemnitz

2018.09.17.-09.23.

- ▶ During the preparation for the competition we benefited in several areas:
 - ▶ We had to meet new professional challenge (professional renewal)
 - ▶ We had to acquire new skills
 - ▶ During planning our constructiveness, creativity and individual initiative strengthened
 - ▶ Our problem-solving ability improved during corrections
 - ▶ Working together strengthened teamwork (co-operative skills)
 - ▶ Our manual skills/abilities were developed (it is highly important in our IT-related world)
 - ▶ Project approach was strengthened(steps of planning, implementation, follow-up)
 - ▶ Communicative foreign language competence was developed
 - ▶ Ss became open to other people and their culture

Ceské Budejovice

2019.11.03.-11.09.

- ▶ During the mobility in České Budejovice our students could benefit from a lot of activities:
 - ▶ They had to solve different task on site, they had to meet different situations
 - ▶ These strengthened their (manual) dexterity, creativity, constructive problem solving skills and cooperation.



Ceské Budejovice

2019.11.03.-11.09.

- ▶ Teamwork helped with team spirit and division of labour (parallel activities)
- ▶ Through mixed teams, foreign language competence was strengthened
- ▶ The project approach also strengthened during this mobility



Chemnitz

Ceské Budejovice

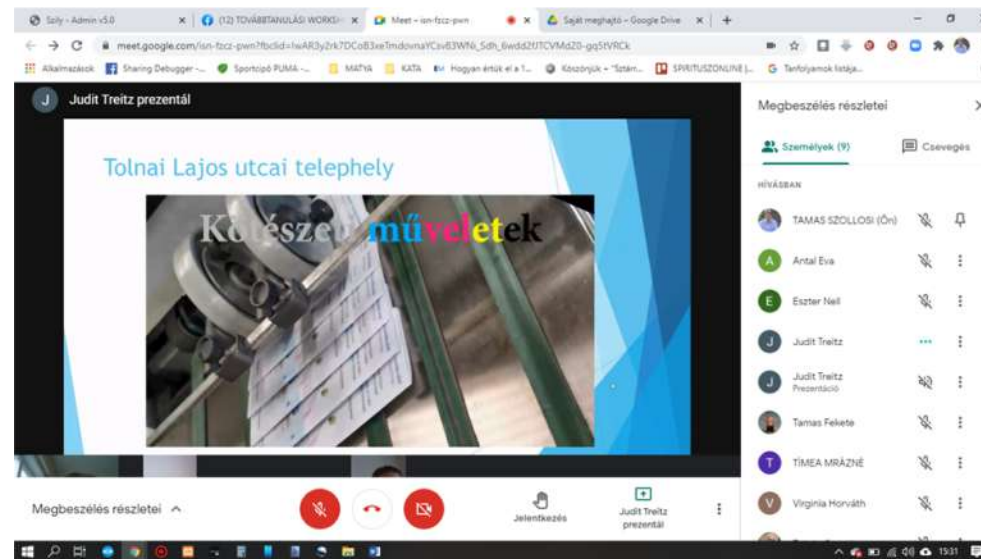
- ▶ One of the most important benefits of the two student mobility for us was the project approach
 - ▶ So far, we have implemented several project in our school - this approach has been further strengthened
 - ▶ The Hungarian Vocational Training System has totally transformed from July 1, 2020, therefore our new name is Budapesti Gépészeti SzC Szily Kálmán Technikum és Kollégium
 - ▶ One of the cornerstone of the transformation is that the whole learning process should be based on project work
 - ▶ The training and output requirements for new professions make project work mandatory as part of professional exams
 - ▶ Experience gained in other countries has further developed and strengthened the thinking of the project and its practical implementation

Effect of COVID-19, the new marketing strategy, online workshop

- ▶ Unfortunately, the latest pandemic badly influenced our project
- ▶ We were not able to implement our activity in the form of a personal (contact) event (Career Days) , which was originally planned for March 2020 and then for October.
- ▶ We developed and created a new strategy to implement the online workshop
- ▶ We made new short videos about our school, therefore we had to find tempting points for students and parents.


Effect of COVID-19, new marketing strategy, online workshop

- ▶ We held online workshops using ppts and short films that provided comprehensive information. Our target audience is students, parents and class teachers of 7th and 8th graders.
- ▶ Online workshop helps to choose one of our professions and clarifies any issues that arise



Effect of COVID-19, new marketing strategy, online workshop

- ▶ We have developed a new marketing strategy:
 - ▶ Finding a targeted audience through social media sites (Facebook, Instagram) students of 7th and 8th graders, their parents and class teachers
 - ▶ Communication with ,calling words'
 - ▶ Instead of traditional profession presentations we highlighted the attractive details (e.g. shortage of professionals, ability, skill, getting a job, impressive salary)



**ÉRDEKEL A GÉPÉSZET?
VÁLASZD A SZILYT!**




Mindig is érdekeltek a magas szinten automatizált technológiák, a számítógép-vezérelt gépek? Szeretsz bütykölni, szerelni, alkotni, szerszámokat használni? Nem ijedsz meg, ha a munkától koszos lesz a kezed? Már most úgy tervezel, hogy érettségi után a tanulmányaidat műszaki felsőfokú intézményben folytatod?

AKKOR NÁLUNK MEGTALÁLOD A HELYED!

[KAPCSOLAT AZ ISKOLÁVAL](#)

GONDOLD MEG, MENJ BIZTOSRA

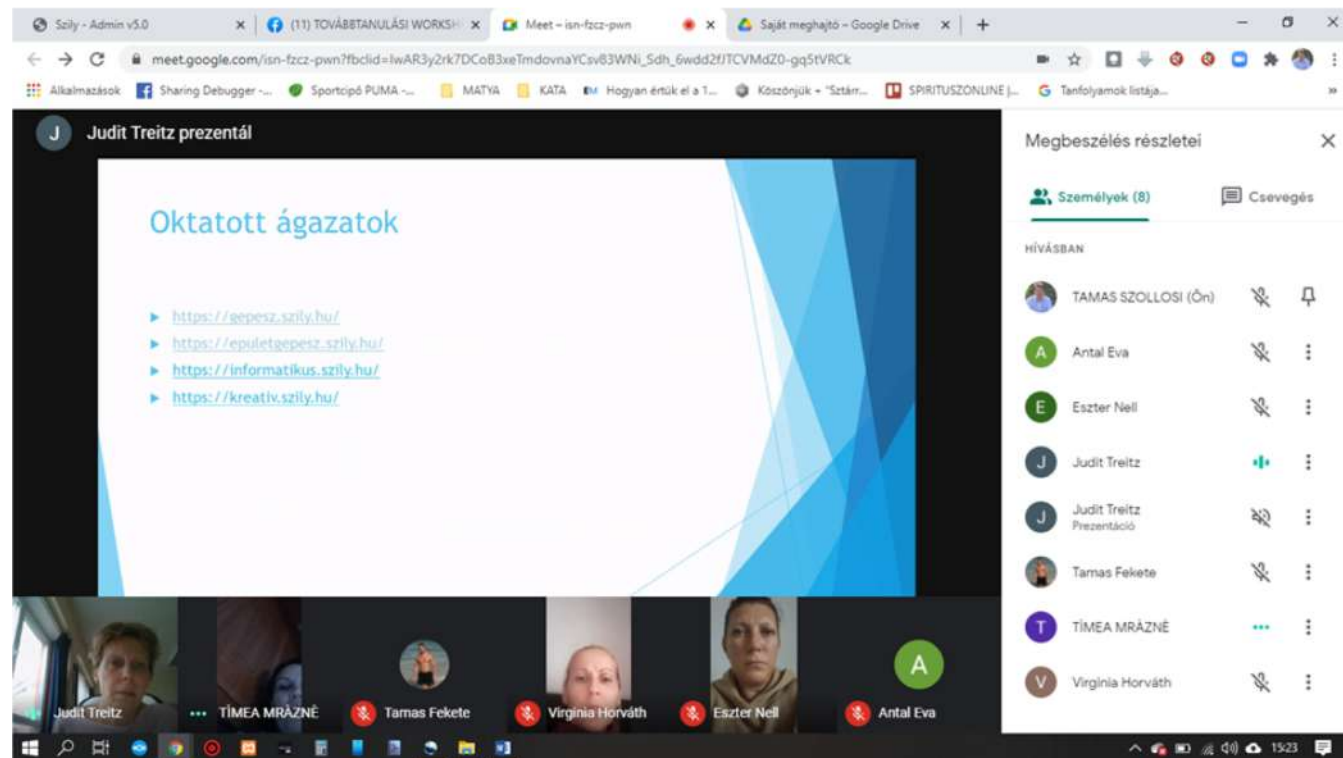
**MIÉRT JÁRSZ JÓL, HA SZILY GÉPÉSZ TAGOZATÁT
VÁLASZTOD**

- **Hány szakma**
Már most is válasszálk a tanult szakembereket, így egyszerűbbé válik, hogy könnyen találj magadnak megfelelően egy alkatrészt, illetve vállalkozást.
- **Egyre magasabb fizetések**
Egyéveses KÖV alatti csoportban tartózkodó technikusok átlagos nettó juttatása 250.000 Ft/hó. Ezért a gépész szakmában, tanuljál a múltkorral is megmagaslál.
- **Egyre növekvő igény**
A nagy ipari vállalatok (MAGY, MÉRCEDESZ, VOLVO-SHANGHAI, stb.) megkezdésével felgyorsult az igény a jól képzett gépész szakemberekre.

FIGYELJ! LENDÜLETES, JÓ HANGULATÚ, FREKDI

ISMERD MEG A SZILYT

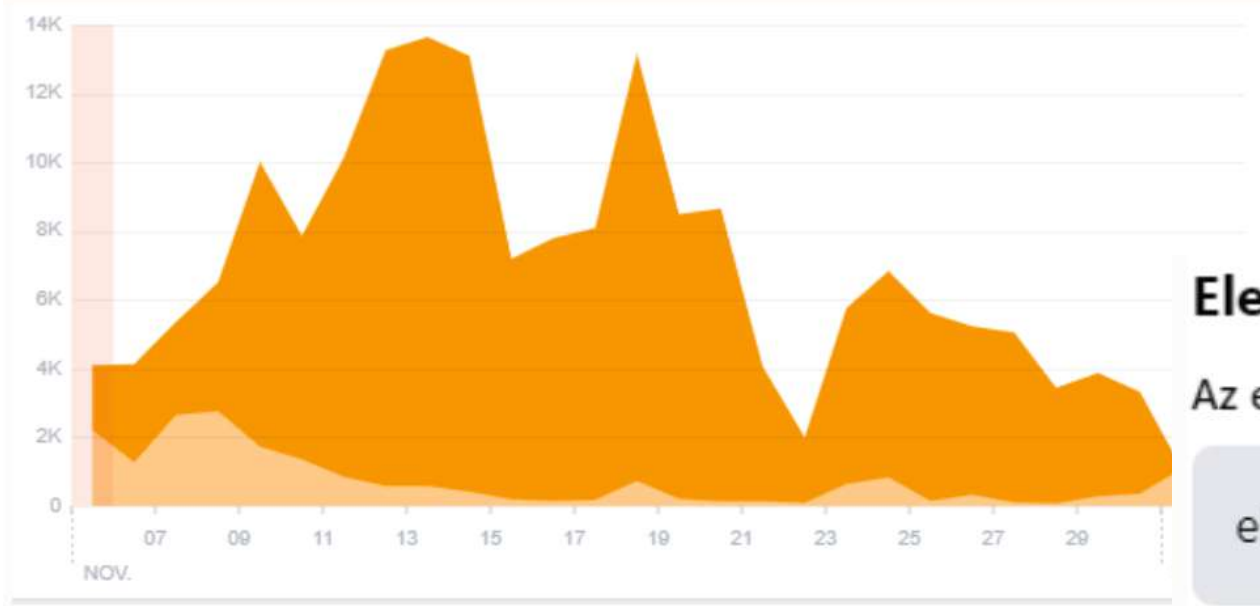
- ▶ The search redirects to a simple and transparent website



▶ Results:

- ▶ There has been a significant increase in activity on the school's website and Facebook page
- ▶ Targeted effect: Increase the number of the students

A világos rész a kampány nélküli elérések a sötét a kampány következtében (organikus vs fizetett):



Aktuális fejléc az azonosításhoz:



Elemzési adatok [Az összes megtekintése](#)

Az elmúlt 28 napban: nov. 5.–dec. 2. ▼

elért ember **48,902**
▲361%

Bejegyzéshez fűződő aktivitás **5,151**
▲142%

Summary

- ▶ The value measure of the school's activity is the training of successful, well-prepared, dedicated professionals in their profession

Thank you for your
attention!

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The overall composition is clean and modern, with the text centered in the upper left quadrant.