

BUILDING UNIVERSITY TO EMPLOYER PATHWAYS:

TURNING EMPLOYER
BRANDING INTO REAL
EARLY CAREER
PIPELINES

ZOLTÁN GABRIEL LUKÁCS

Special for HR Minds Forum Series,
29-30 April, 2026, Vienna



GLC

Wizz

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Hello, my fellow Employer Branding, HR, and Recruiting colleagues

Currently in the
aviation industry



Core expertise:

Global Employer Branding,
Communications, Talent
Acquisition, Project
Management



Zoltan (or Zoli),

Global Employer Branding
Manager at Wizz Air.

8,5 years of experience in
Employer Branding.

3 years in the oil
and gas industry



5 years in the
automotive industry

Mercedes-Benz Group

**But sometimes when
we engage with
Gen Z audiences**

I feel like this



→ **And that's OK!**



AGENDA

HR Minds Forum Series

1. WIZZ MANAGEMENT TRAINEE PROGRAM:
OVERVIEW, OBJECTIVES, RESULTS

2. WIZZ MANAGEMENT TRAINEE PROGRAM:
TRAINEES' JOURNEYS

3. MISTAKES, LEARNINGS, SUGGESTIONS

4. ADVANCES AND WIZZ AIR'S FUTURE PLANS

5. WORKSHOP ACTIVITY



WIZZ MANAGEMENT TRAINEE PROGRAM

OVERVIEW, OBJECTIVES, RESULTS



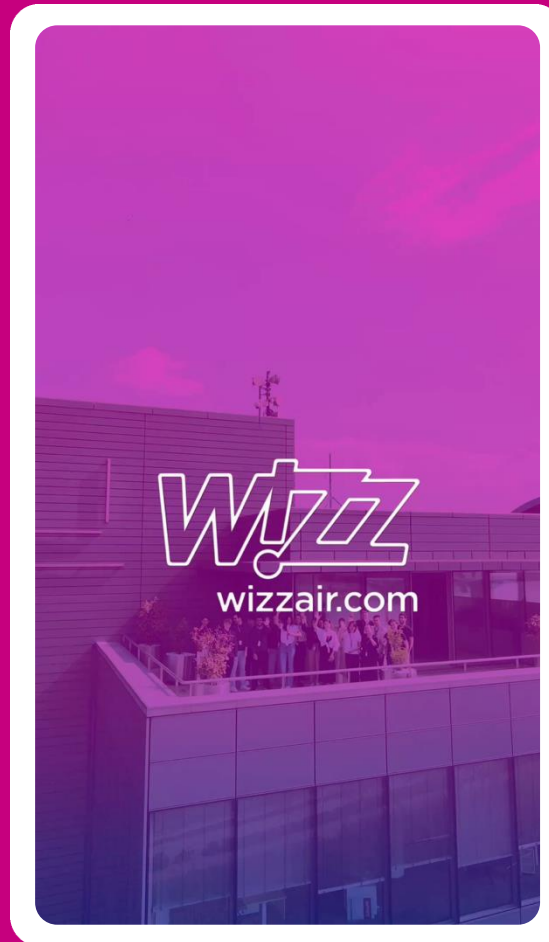
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WIZZ MANAGEMENT TRAINEE PROGRAM

Promotional video

GLC



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WIZZ MANAGEMENT TRAINEE PROGRAM

Overview and objectives

Program was launched
in 2021

1+1+1 year
**fixed-term
traineeship**

Students in their last 1-2
years of studies
**from top universities
in Hungary**

Key qualities:

- **Strong interest in the aviation industry**
- **Stamina for potential full-time employment**



Trainees explore
a selected department
at Wizz Air HQ

After 12 months, they
**rotate across
departments**

They contribute to
**transformative
projects**

They gain
**hands-on
experience**



WIZZ MANAGEMENT TRAINEE PROGRAM

Overview and objectives

Attract and develop young talent

with the potential to grow into future Managers and Senior Managers at Wizz Air.



Create diverse growth opportunities

starting from entry-level roles within the organization.



Strengthen WIZZ's brand and culture visibility

in the market, with a focus on top Hungarian universities.



Enhance internal analytical

and project management capacity.



Support internal employees

to dedicate their time and efforts to strategic initiatives.



Scale program to Malta and the UK

to engage more international communities.



WIZZ MANAGEMENT TRAINEE PROGRAM

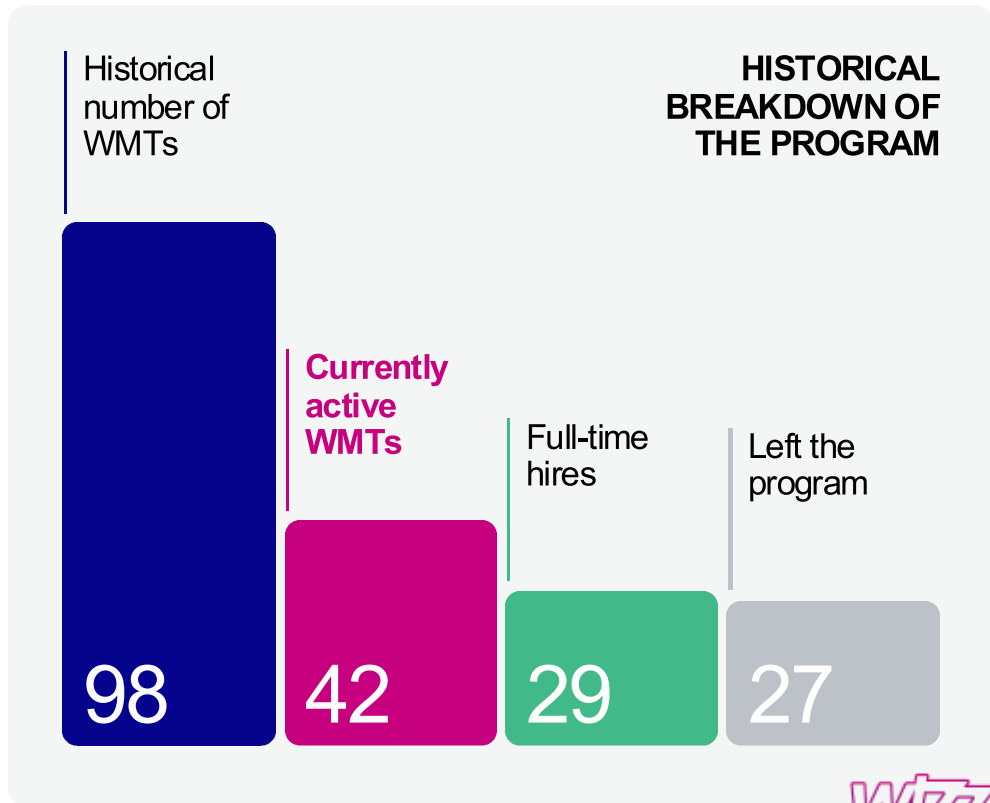
Results

COST SAVING

Average annual cost of a Management Trainee is **10 500 EUR**

Average JG13 role salary is twice more **22 231 EUR**

Halved employee cost for JG13 roles



WIZZ MANAGEMENT TRAINEE PROGRAM

TRAINEES' JOURNEYS



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LAURA SZUCS

Trainees' Journeys



It was my first corporate role. I initially looked for a short-term internship, but I quickly saw the opportunity to gain much more. With a **long-standing interest in aviation**, working in such a dynamic environment felt both exciting and meaningful.

During my traineeship, I supported employer branding and managed end-to-end recruitment for student roles. Over two years, I hired more than 100 students, an achievement I am particularly proud of.

I also contributed to campaigns for the WIZZ Management Trainee Program, represented the company at events, and delivered presentations to attract new talent.



The experience went far beyond a typical internship. I learned from industry professionals, built strong relationships, and developed both personally and professionally, which **helped me secure a full-time role.**

Joined Wizz Air as a student in June 2023 in the Recruitment department.

Now, Laura is a full-time Fleet Acquisition Supervisor, supporting the growth of Wizz Air's 260+ aircraft fleet.

MARTON SZABO

Trainees' Journeys



Prior experience **introduced me to aviation and confirmed my interest** in building a long-term career in the industry.

I applied to the WIZZ Management Trainee Program while completing a mandatory university internship. After attending the Assessment Day and a successful interview, I joined Wizz Air as a Network Development East trainee.

In Network Development, we analyse markets, demand, and competition to shape new routes and monitor existing ones.

My daily tasks include data analysis, Excel work, and supporting route evaluations, helping me build strong analytical skills.



The role has allowed me to grow quickly, and I now handle tasks that once felt challenging with confidence.

Looking ahead, I am eager to explore other departments through rotation and **continue building my career in aviation.**

3 years working as a check-in agent and an information agent at the at Budapest Airport.

Since July 2025, Marton is a Network Development East trainee at Wizz Air.

SHOEB, MUHAMMAD IBRAHIM

Trainees' Journeys



At first, I handled EU261 disruption claims, analysing delays, gathering data from systems like IFST and AIMS, and building case files for legal use. This role taught me precision, speed, and how to navigate complex systems independently.

Now, my responsibilities include competitor KPI tracking across 13 airlines, producing operational reports, managing monthly reporting cycles, building dashboards.

Alongside this, I am a fourth-year Computer Science student at BME. My team also reached the semi-finals of the WIZZ Youth Challenge, reinforcing my practical skills.



A key factor in my growth has been supportive managers who encouraged questions, provided feedback, and trusted me with responsibility. Wizz Air took a chance on me when my CV was essentially empty. Two and a half years later real people are using my work to make real decisions.

Joined Wizz Air in January 2024 with no corporate experience, starting as an Evidence Collection Agent in Legal and Compliance.

After 2 years, Ibrahim moved into the WIZZ Management Trainee Program in Security and Central Services.

TOMI KOMAROVSKY

Trainees' Journeys



From day one, I joined a young, supportive team where I could learn quickly and grow. Within six months, I was responsible for several stations and led my first project. I was promoted to Ground Operations Support Manager, chairing on-time performance forums and driving customer experience improvements.

Together with the team, we developed IFST to standardize flight status processes and onboarded TA Connections for disrupted passenger support. Later, I led the Operations Support Team, rebuilding Crew Logistics during post-Covid shortages and helping stabilize operations.



Since then, I have led teams, delivered major projects, and supported the A321XLR implementation. The challenges have grown, but so have the rewards. One thing never changed: in all these years, I've never had a boring day at Wizz Air.

Joined Wizz Air in 2016 Ground Operations as a WMT participant.

Now, Tomi is leading the Operations Support Team, driving major projects such as the implementation of the A321XLR.

MISTAKES I MADE

SO YOU DON'T HAVE TO



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MISTAKES AND LEARNINGS

Invested too much in visibility, not enough in the actual pathway

Brand is powerful, but without a clearly designed journey, it doesn't convert.

Didn't define the next steps early enough

Students left events excited but didn't know what to do next.

Overcomplicated the trainee communication at first

Young talent wants simplicity: timeline, role outcomes, and realistic expectations.

Underused internal ambassadors

Former trainees are the most credible storytellers — and I brought them in too late.

Scaled international partnerships too slowly

The potential for a regional early-talent ecosystem was always there.

5 ESSENTIAL SUGGESTIONS

For Better Student Engagement Programs

1.

Build pathways, not campaigns

Focus less on messaging and more on how students move forward from first touchpoint to first job.

2.

Make the experience real

Students convert when they can touch, see, or feel your world: site visits, real tasks, real people.

3.

Partner with universities

Long-term collaborations aligned with semesters and curricula create predictable talent flow.

5 ESSENTIAL SUGGESTIONS

For Better Student Engagement Programs

4.

Track conversion, not impressions

The KPI is not audience size, but how many students move from event → interest → application → full-time hire.

5.

Make the trainee journey easy to understand

Clear expectations, simple visuals, and transparent milestones increase trust and applications.

ADVANCES AND FUTURE PLANS

HOW WIZZ AIR WILL COMMUNICATE
WITH STUDENT COMMUNITIES



WHAT IS COOKING

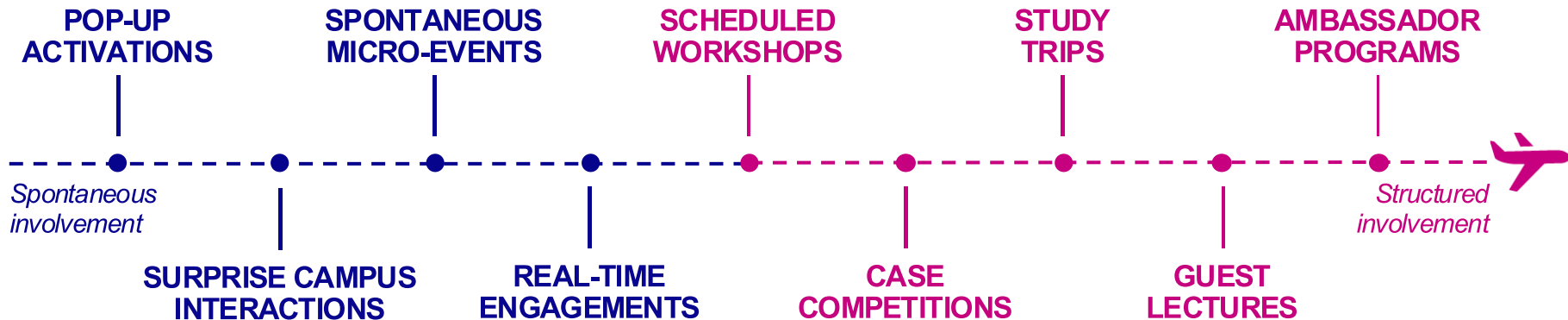
Advances and Wizz Air's future plans

FOCUS

Engage students through both structured and spontaneous touchpoints.

GOAL

Create Wizz Air's continuous, living presence on campus.



Place for improvement

Not just hire trainees, but engage more with them as a community through events, internal communications, etc.



BONUS

LET'S MAP YOUR VERY OWN
STUDENT PROGRAM

WORKSHOP

TURN ON YOUR CREATIVITY

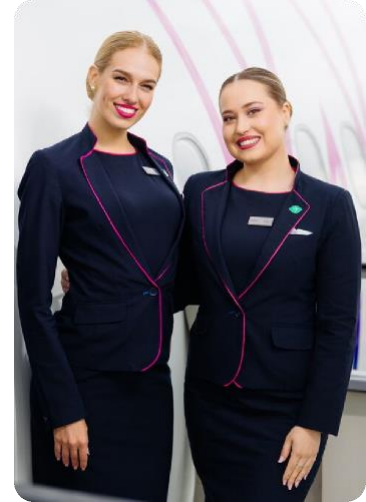
1. Identify one specific target audience (e.g., students of particular university). Time: 5 minutes
2. Make a list of the online and offline communicational touchpoints (e.g., printed leaflets)
3. Which activities/communications receive most attention?
Which activities/communications remain less attractive for students?
4. Based on what you've heard today, why do you think some activities are less popular?
5. **Do you think you still need those activities?**
If yes, how can you change them to make them effective for your Employer Branding objectives?



BONUS 2



WE ARE LOOKING FOR TALENTS IN HR AND COMMS



See our full-time
positions and
early career
opportunities





THANK YOU!



