bewerbeagentur
Applications that stand out

Application Bootcamp (EN)

APPLICATION BOOTCAMP

Stand Out. Get Seen. Apply like a pro – in English and across all language barriers. The Application Bootcamp is the first national initiative bringing together job seekers from Ticino, Romandie, and German-speaking Switzerland in the same course. You'll develop your application campaign for the Swiss and international job market, test it with a real application, and train for the job interview. Perfect for expats looking to integrate into the Swiss market – as well as Swiss job seekers who can't find a comparable offer in their region.

YOU WORK IN THREE PHASES

CONCEPT
Product analysis, market analysis, core message, idea

FINALISATION
Presentation and interview training

IMPLEMENTATION
Text, design, social media, photo, video

METHOD

Help yourself to success: You develop the idea for your application campaign, the coaches provide feedback. You already have the graphic design skills to bring it to life. You create a standout application campaign — and can independently expand and adapt it whenever you need to.

DURATION AND EXECUTION

Duration: 3 weeks, 5 days per week, 9:00 am – 12:00 pm. Online workshops take place in the mornings; afternoons are dedicated to independent work and coaching on demand.

Execution: Exclusively online.

Note: As this is an online course, the use of premises, equipment, and required software applications is not included. However, these can be added for an additional fee.

REQUIREMENTS

- Good to very good computer skills and confident use of graphic design software
- Motivation for participating in a three-week intensive course
- For non-native speakers with English proficiency at B2 level
- Good resilience. The course is intensive and demanding.
- Computer with webcam and internet access

COSTS
Free of charge for registered job seekers. EXTRA course: CHF 3,900 per participant.

COURSE FORMAT
The course is generally run with a minimum of 7 and a maximum of 12 participants.

REGISTRATION
Registration online only at: ba-database.ch/registration

bewerbeagentur
Applications that stand out

Application Bootcamp (EN)

FURTHER INFOS

COURSE DESCRIPTION

Applications come from advertising: The Application Bootcamp targets results-driven professionals and executives from creative industries, marketing, communications, and related fields who want to launch their application campaign within 3 weeks. In this course, you'll learn how to design a compelling advertising campaign — and apply those techniques directly to your job application. That means: you analyse your skills and your target group, conduct a market analysis, and develop a concept for your application campaign.

The implementation is largely self-directed: key visual, cover letter, CV, website, video, social media. Throughout the entire course, job seekers are supported by advertising professionals, designers, and HR specialists. The course runs for three weeks and takes place online.

The goal:
An authentic application campaign that stands out clearly from the crowd, speaks to both humans and machines, and creates lasting impact on the Swiss job market — all while respecting local application culture.

TARGET GROUP

- English-speaking job seekers who want to stand out with a compelling application or personal brand
- Specialists and executives from the creative industry, marketing and communications, advertising, graphic design, IT, web and online marketing, photography, etc.
- Motivated, creative people with a willingness to self-reflect
- English-speaking foreign job seekers who have worked in international companies and want to integrate sustainably into Switzerland.

LEARNING OBJECTIVES

Participants know their target group and how to reach them.Participants have a tailor-made application campaign.Participants can update their application documents independently at any time — and use them with confidence.Participants know how to apply on the Swiss job market and are familiar with the cultural rules.

METHOD

Help yourself to success: You develop the idea for your application campaign, the coaches provide feedback. You already have the graphic design skills to bring it to life. You create a standout application campaign — and can independently expand and adapt it whenever you need to.

RESULT

Teaser, cover letter and CV with branding and core messageWebsite, video and social media presenceSpeculative Application and Interview TrainingIndividual touch, customizable at any time

REQUIREMENTS

- Good to very good computer skills and confident use of graphic design software
- Motivation for participating in a three-week intensive course
- For non-native speakers with English proficiency at B2 level
- Good resilience. The course is intensive and demanding.
- Computer with webcam and internet access

CERTIFICATE

You will receive a course confirmation

DURATION AND EXECUTION

Duration: 3 weeks, 5 days per week, 9:00 am – 12:00 pm. Online workshops take place in the mornings; afternoons are dedicated to independent work and coaching on demand.

Execution: Exclusively online.

Note: As this is an online course, the use of premises, equipment, and required software applications is not included. However, these can be added for an additional fee.

NUMBER OF PARTICIPANTS

The course is generally run with a minimum of 7 and a maximum of 12 participants.

DATES AND REGISTRATION

2026:

April 13 to April 30June 22 to July 10September 14th to October 2ndOctober 5th to October 23rdNovember 2nd to November 20th

bewerbeagentur
Applications that stand out

COURSE COSTS

For job seekers registered with the RAV, this course is free of charge. Enrollment is processed through a collective course request from the RAV office, as this is a national measure.

Important information for RAV advisors:

According to SECO guidelines, no more than 50% of the national offering may be booked per canton. In these cases, participation is handled not through a collective course request but through an individual one — depending on the canton.

Should your canton be affected, we will contact the relevant RAV office directly upon receipt of the registration and enrol the job seeker in the course with the designation EXTRA um.

In this case, the costs are as follows:
Costs (EXTRA): CHF 5'600 per participant.

PROVIDER

bewerbeagentur

www.bewerbeagentur.ch
info@bewerbeagentur.ch
+41 43 431 40 10 (Mon – Tue, 09:00 – 13:00)

Registration online only at: ba-database.ch/registration