

## Pressemeldung

### **Creative workshop at ICR 2025 invites you to join in – „Tools for Talents“**

*Höhr-Grenzhausen, July 21, 2025*

How can we inspire Generation Z – and in the future, Generation Alpha – to pursue a career in the refractories industry? What topics, formats, and channels truly appeal to young people? And what do career starters, doctoral candidates, and experienced employees themselves want from a modern, authentic corporate presence?

An interactive creative workshop at ICR 2025 aims to develop answers to these questions together with the participants. On Thursday, September 18, 2025, young talents, doctoral candidates, career starters, and experienced professionals will meet to brainstorm ideas in mixed groups.

They'll explore questions like: What approaches are suitable for recruiting young talent? How can refractories companies be better presented on-site, at trade fairs, on the internet, or on social media? And what would really make young people curious?

The focus is on open exchange. Developed by Alexandra Koch (Forschungsgemeinschaft Feuerfest e.V.), the workshop is intentionally designed as an "idea forge" or a think tank where initial impulses can emerge, perspectives can be shared, and approaches for new tools and formats can be developed.

The ideas generated can serve as a starting point for future concepts and provide valuable food for thought and unconventional ideas with future potential for companies.

Further information about the event, participation, and sponsorship opportunities can now be found on the ICR 2025 Website: [www.ecref.eu/icr](http://www.ecref.eu/icr).



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**Picture 1:** The Workshop „Tool for Talents“ starts with a new logo