MASTERCLASS
STAND OUT. CONNECT. GET HIRED.

How to get noticed by employers and find your next job.



Aaltje Vincent & company

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Masterclass Stand out. Connect. Get hired.

The masterclass Stand out. Connect. Get hired. is not your typical job search workshop. It is not about sending out applications and simply hoping to be invited for an interview. I show you how the job search process really works: how to get noticed by employers, how to connect with people who can help you move forward, and how to get invited to the interview table. So that, as a job seeker, you can choose your next employer too, rather than feeling you have to “sell yourself”.

Many people start looking for a new job by applying for online vacancies. But I know: networking really works. Being visible online and offline to the right people is one of the most effective ways to get invited for an interview.

I explain how today’s job market works, drawing on everything I see every day in my work with job seekers and employers, as well as through my coaching and training.

This masterclass is a powerful complement to individual career coaching. In a single afternoon, up to 60 participants gain fresh insights, up-to-date knowledge of the job market and practical tools to help them find their next job more strategically and effectively.

What participants will learn

- What it takes to actively engage with the job market and position yourself as a solution to employers’ needs.
- How the lifecycle of a job vacancy really works, and why it is smart to make yourself visible before a vacancy even arises.
- How to highlight your relevant knowledge, experience and unconscious competencies on your CV and LinkedIn profile.
- How to make sure employers and recruiters can find you.
- How to build and make the most of a valuable network, both online and offline.
- How to make yourself memorable when networking, without having to “sell yourself”.
- How to use LinkedIn strategically to discover new opportunities and connect with relevant people.
- How to approach job interviews in a way that allows you not only to be assessed by the employer, but also to determine whether the employer is the right fit for you.
- How to use AI tools, such as ChatGPT, effectively when working on your CV, LinkedIn profile, networking activities and interview preparation.

Live CV coaching

A special feature of this masterclass is a 25-minute live CV coaching session.

Participants see firsthand how someone undersells themselves on their CV. What relevant knowledge, experience and strengths are missing? What does someone take so much for granted that they do not even think to mention it?

Everyone has competencies they are not consciously aware of. So do you.

Through this live coaching session, participants immediately see what works and what does not — and how they can make their own added value more visible.

For the live CV coaching session, I kindly ask participants who are willing to have their CV discussed in front of the group to submit it no later than five working days in advance. With the participant's permission, I will select the example that offers the greatest learning opportunity.

My approach

Using my own Jobmarketing 3.0 method, I give participants all the tools they need to approach their job search in a focused, strategically smart and confident way.

My approach is practical, interactive and immediately applicable. I engage in an ongoing dialogue with participants throughout the session. There is plenty of room for questions, relatable examples and concrete solutions.

My experience shows that this approach enables participants to continue their search for a new job with greater focus and confidence.

Proven Quality

I have been delivering this masterclass in-house for many years, including at Philips. To date, I have delivered the masterclass there 60 times, with evaluation scores of around 9 out of 10.



Questions

I greatly appreciate participants asking questions. They are welcome to do so throughout the entire masterclass, as well as individually afterwards. I will not leave until every question has been answered.

English-language reference materials

My work is based, among other things, on my book Jobmarketing 3.0, whose updated 35th edition was published in 2026.

The following digital reference materials are available free of charge to participants in English, without requiring them to provide their email addresses:

- A PDF version of the slides used during the masterclass.
- Two checklists: one for the CV and one for the LinkedIn profile.
- An illustration explaining the lifecycle of a job vacancy.
- An overview of the most important tips for job interviews.

This proposal does not include the Dutch-language book Jobmarketing 3.0. Copies of the book can be provided separately upon request.

Practical information

Group size

A maximum of 60 participants.

Timing

One half-day session, to be agreed upon. For example:

13.00 PM - arrival and welcome
13.30 PM - start Masterclass
17.00 PM - end Masterclass

Including a 25-minute break.

Venue requirements

- A room arranged in theatre style, with a central aisle so I can move around among the participants.
- Wi-Fi, a screen, sound amplification and a flip chart.
- I will bring my own laptop.

Standard fee

The fee for this in-company masterclass is 4.250 euro for up to 60 participants, excluding 21% VAT. This includes one hour of consultation and coordination, preparation time, and travel and accommodation expenses.

Use of the texts

The description of the masterclass and the trainer profile on the final page of this proposal may be used as desired for the invitation to participants.

Questions?

Would you like more information or do you have any additional questions about this in-company masterclass?

Please feel free to email me at info@aaltjevincent.nl or call me on 06-30446827. I will be happy to answer your questions.

Cancellation

Our General Terms and Conditions apply to every masterclass delivered by Aaltje Vincent & company.



About Aaltje Vincent

Aaltje Vincent is a certified career professional, trainer, speaker and #1 bestselling author on job applications and job searching. Helping people stand out in the job market, get noticed by employers and find new career fulfilment is at the heart of Aaltje's expertise. She pioneered the Jobmarketing method (2007), Applying for Jobs via LinkedIn (2009), Candidate Experience 3.0 (2018), Finding Career Happiness Through Your Job Search (2022), Applying for Jobs with ChatGPT (2023) and Brutally Honest Recruitment (2026).

In April 2024, she received the LoopbaanPro Career Award for her lifetime body of work, presented by a professional jury. She has been a LinkedIn Top Voice since 2020.

Aaltje's style is characterised by dialogue and a strong emphasis on taking a strategic, practical approach. She is the author of several bestselling books, which over the past 19 years have been borrowed from libraries more than 14,000 times and sold over 100,000 copies. Her books have received outstanding reviews for their practical approach and comprehensive content.

Through her coaching, training and masterclasses, she has helped thousands of career development, HR and recruitment professionals strengthen their professional expertise. She has also inspired hundreds of thousands of professionals to take smart, successful steps in their careers.

Staying in close contact with HR and recruitment teams at organisations and companies, as well as with staffing agencies and recruitment firms, is an integral part of her daily work. She keeps abreast of how they develop and select talent, the technological developments shaping these processes, and the research underpinning them.

Aaltje also shares her expertise through visual content, podcasts, videos, LinkedIn Live broadcasts, checklists, blogs, columns and professional articles, as well as through social media, the national press, radio and television.

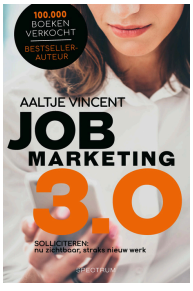
Current books



2021 | 18th edition



2019 | 5th edition



2026 | 35th edition



2024 | 2nd edition



2026 | 1st edition

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