

**HOW DO YOU MAKE  
SURE YOUR COMPANY  
GETS THE MOST OUT  
OF A JOB SHOW?**



**MK** JOB  
SHOW  
centre:mk  
MILTON KEYNES

**LONDON**

JOB  
SHOW *Westfield*  
LONDON W12

[www.mkjobshow.co.uk](http://www.mkjobshow.co.uk) [www.londonjobshow.co.uk](http://www.londonjobshow.co.uk)

# INTRODUCTION

There is no question that participating in a Job Show provides you with a great medium to meet with a huge number of active and passive job seekers in just two days. But how can you make sure you get your desired ROI?

In this document, we outline 10 key points that will help make sure you get as much as you can from attending a Job Show. If you are attending one of our events we want to make sure it works for you and that you judge it both cost and time effective.

It is not unusual for clients to meet with and collect information from thousands of people over the two days but it is how you collect this information and what you then do with it that will really help make sure that the event works for you.

Should you wish to discuss any of these points further, please do not hesitate to get in touch on 0203 858 7010 or email [mike@jobshows.co.uk](mailto:mike@jobshows.co.uk)







# KEEP YOUR EYE ON THE TARGET

Note your key targets for the Job Show, why are you attending, and what do you need to get from the event to judge it a 'success'?

This can be anything from the number of potential hires to application submissions you wish to accomplish. Alongside your targets, set milestones to stay on track in manageable bite-size chunks.



## *Key Targets*

*Recruit for Specific Positions*

*Increase Employer brand awareness*

*Attract candidates to assessment centres*

## *Season recruitment needs*



## 2 GRAND DESIGNS

Ensure your stand delivers your exhibition objectives. Consider including interactive components for engagement and to create an eye-catching presence.

*Remember, a stand may appeal to the eye, but the first and only reason for their existence is to help meet your objectives.*





### 3 BEHIND THE STAND

80% of successful stands are the result of staff, SO TRAIN AND INVEST IN THEM!

Who will you have staffing the stand? Don't just rely on members of the recruitment team and wherever possible have people on the stand who you already employ and who are in the roles that you are promoting.

"People are far more likely to trust a company based on what its employees have to say than on its recruitment advertising" – Harvard Business Review.

Give stand staff KPI's, jobs and responsibilities for the Job Show, defined responsibilities will ensure that you are not duplicating effort.



### 4 WHAT IS YOUR OPENING LINE?

Avoid closed questions that deliver a simple 'Yes' or 'No' answer. Ask open questions that require more than a one-worded answer – provoke conversation....

Can I help you?





## 5 AND YOU ARE?



Have a system set-up to record and backup your potential hires. A great incentive is to sign-up your potential hires then and there, this will trigger your next step to schedule a meeting.

If you're noting your candidates the old fashioned way with pen and paper, have a template ready to detail essential information you'll need to follow up with: contact, name and the best time to get in touch.

Try to note an extra detail. If you can make a personal note of something different about that candidate it shows you paid attention and can bulk out the follow up conversation with a more personal element and even code information collected to ensure that you can follow up the 'hot prospects' quickly.



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# WHATEVER YOU DO, DON'T DO THIS....

Here is a breakdown of actions to avoid on your stand at a Job Show, we know it is all habit, but just don't...

*Have your back to the aisle*



*Sit down in-front of your audience*



*Use a mobile phone*



*Eat on the stand*



*Create a messy stand*



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# **ABSOLUTELY DO** Follow up!

You'd be amazed at how many exhibitors forget a follow-up strategy. Have this in your marketing plan: a marketing email, social media thank-you messages and have the phone at the ready! Invite candidates directly from the event to an open day.

*Remember to review your first objectives, your achievements and then go forth.*



**Follow up!**





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## FREE STUFF & GIVEAWAYS

It is important to remember this is not the reason you are attending the event, and you should therefore not overspend or overthink what you give away at the event.

- *Be selective to who you give them to. It would be more productive to have fewer items, and only give them away to the candidates you see potential in.*





## INTERVIEW AT THE EVENT

Be a game changer, be proactive and get interviews rolling at the event. Be clear on how you will use the exhibition space. You can use allocated interview areas at the event to speak to potential candidates with an element of privacy.







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## **TRACK YOUR EXHIBITION ROI**

This is one of those 'ohhhh yeahhh!' moments. To monitor response rates from an exhibition there are options which luckily are not as scary as you may think.

- *Code all vacancies advertised at the event with a unique reference and ensure these are quoted on application.*
- *Push Applications through to a specific URL rather than just your standard site or recruitment page.*
- *Advertise a specific / unique phone number if inviting telephone applications*
- *Grade CV's collected / applications made at the event to make follow up easier*

**WITH SOME SIMPLE  
PLANNING THE JOB  
SHOWS CAN DELIVER  
RESULTS FOR YOUR  
BUSINESS...**

**COOL**

*"We took over 400 applications, invited 197 to assessment centres and have so far recruited 40 staff!"*

**Serco**

*"We registered 402 people interested in retail and 190 for our head office positions and have recruited over 150 people from the London Job Show".*

**Dixons Carphone**

*"We've had over 500 applications, 270 have been put through to assessment centres and interviews and out of those we have hired 29 people".*

**IKEA**

