

JS MEDIA



FRI 29 & SAT 30 JANUARY 2016

WWW.MKJOBSHOW.CO.UK  

centre:mk
MILTON KEYNES

MAIN SPONSOR



LONDON

MAIN SPONSOR

The logo for the London Job Show features the words 'JOB SHOW' in white, bold, sans-serif capital letters, set within a purple arrow pointing right.

intuit.

simplify the business of life

FRI 26 & SAT 27 FEBRUARY 2016

WWW.LONDONJOBSHOW.CO.UK  

WESTFIELD LONDON W12

WE REALLY ENJOYED ATTENDING THE JOB SHOW. WE HAD A GREAT RESPONSE AND A GREAT AMOUNT OF INTEREST FROM THE ATTENDEES. IT WAS ALSO GREAT TO BE ABLE TO PROMOTE OUR EMPLOYER BRAND LOCALLY. IT WAS EXTREMELY WELL ORGANISED AND EXCEEDED OUR EXPECTATIONS, SO WELL DONE!

Mercedes-Benz UK



OVER 105,000 PEOPLE VISITED THE MK JOB SHOW IN JANUARY 2015

On Friday 29th and Saturday 30th January 2016 over 146,000 people will visit thecentre:mk*.

69% of visitors to thecentre:mk are ABC1, 29% are AB and 52% of visitors are aged 18 to 34 (CACI 2012).

In addition to the hundreds of thousands of shoppers who will already be visiting thecentre:mk during the Job Show, we will be attracting jobseekers and people looking for a career change or training opportunities through an extensive marketing campaign leading up to the event, which

will include: 100,000 dedicated newspapers for the event distributed to over 500 sites across Milton Keynes. Posters, train station advertising, social media marketing, local press and radio advertising will all help to make the MK Job Show the second busiest job show in the UK**.

Venue

thecentre:mk is the main regional shopping centre between Oxford, Cambridge, Birmingham and London and is just 10 minutes from Junctions 13 and 14 of the M1 motorway.

*Based on footfall figures 2013, 2014 and 2015

**Based on actual footfall



OVER 157,000 PEOPLE VISITED THE LONDON JOB SHOW IN FEBRUARY 2015

Westfield London has an annual footfall of over 27 million, growing 22% since opening and making it one of the busiest Shopping Centres in the UK.

On Friday 26th and Saturday 27th February 2016 over 198,000 people will visit Westfield, Shepherds BushWest London*.

In addition to the hundreds of thousands of shoppers who will already be visiting Westfield during the Job Show, we will be attracting jobseekers and people looking for a career change or training opportunities through an extensive marketing campaign

leading up to the event, which will include: 100,000 dedicated newspapers for the event distributed to over 500 sites across London. Posters, full pages in Metro and Standard, social media marketing, local press making it the busiest job show in the UK**.

Venue

Westfield is London's premier and best connected shopping centre served by four underground stations, over-ground rail, Southern Trains and two bus stations.

73% of visitors are ABC1 and the average dwell time is 92 minutes.

*Based on footfall figures 2013, 2014 and 2015

** Based on actual footfall

HOW WILL WE PROMOTE THE EVENTS AND YOUR RECRUITMENT BRAND? (AND WHO WILL SEE IT?)

Promotion through Westfield and thecentre:mk

- Promotion on venue website
- 12 full size drop banners over the event space
- Meeters and greeters
- Show newspapers
- Announcements throughout the two days

In addition to the natural foot flow at Westfield and thecentre:mk, each Job Show will be promoted through 100,000 tabloid newspapers

Distributed from over 500 sites, across West London and around Milton Keynes and the surrounding areas, two weeks before the event.

Sites include: bars, coffee shops, restaurants, council offices, retail outlets, colleges, universities, job centres and supermarkets.

Targeted Marketing

- Radio advertising
- Local press advertising
- Direct through job boards
- Geographically targeted Search Engine Marketing - Google and Yahoo! Bing
- LinkedIn and Facebook Marketing
- Facebook and Twitter feeds



MK JOB SHOW CATCHMENT AREA

Catchment

- Core
- Secondary
- Tertiary

Total catchment population = 1,764,390

Drivetime

- 15 minutes
- 30 minutes
- 60 minutes



LONDON JOB SHOW CATCHMENT AREA

Catchment

- Core
- Secondary
- Tertiary

Outer Catchment



Total catchment population = 5.3 million



SPONSORSHIP OPPORTUNITIES AND STAND PACKAGES

	Main Sponsor	Zone Sponsor	Gold Package	MK Job Show Stand From	London Job Show Stand From
• Stand size (metres)	9M x 5M (Milton Keynes) 6M x 6M (London)	5M x 3M PREMIUM POSITION	5M x 3M END OF ROW	3M x 2M	2M x 2M
• Seminar opportunity	40 MINS	25 MINS	-	-	-
• Dedicated ceiling drop banner(s)	✓ (2)	✓ (1)			
• One table and two chairs	✓	✓	✓	✓	✓
• Free wifi	✓	✓	✓	✓	✓
Two months either side of the event:					
• Dedicated feature page on the website with a feature button on the front page	✓	✓	-	-	-
• Logo position on londonjobshow.co.uk homepage	PRIME POSITION	PREMIUM POSITION	✓	-	-
• Listing on londonjobshow.co.uk in the exhibitor list with link to a profile page	✓	✓	✓	✓	✓
In the lead up and during the event:					
• Company logo on livery of promo staff	PRIME	PREMIUM	-	-	-
• Logo on the front cover of the 24 page newspaper	✓	✓	-	-	-
• Advert in the 24 page newspaper (see additional marketing)	FULL PAGE	1/2 PAGE	LISTING	LISTING	LISTING
• Listing in the 24 page newspaper	FEATURED	FEATURED	✓	✓	✓
• Company name on all promotional emails	PRIME	PREMIUM	-	-	-

EVENT FEATURES

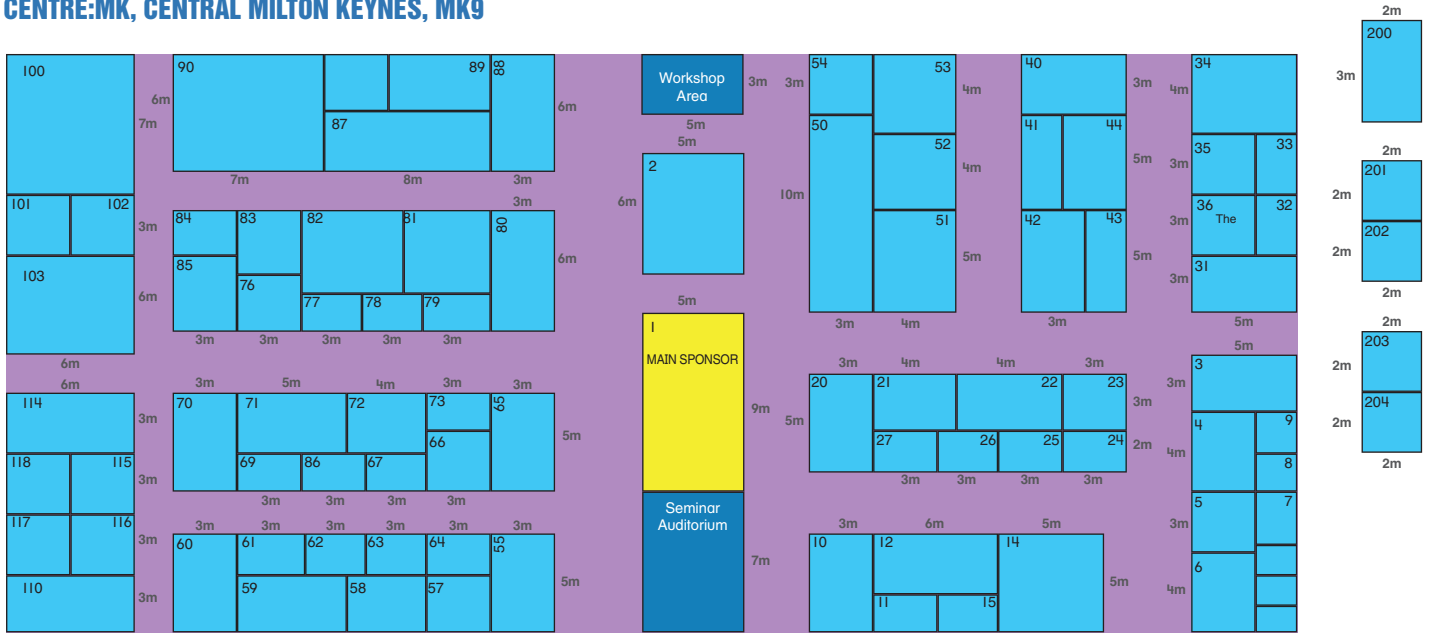
CV AND INTERVIEW ADVICE CENTRE AND WORKSHOP

Telephone: 01908 843 646

SKILLS SEMINARS

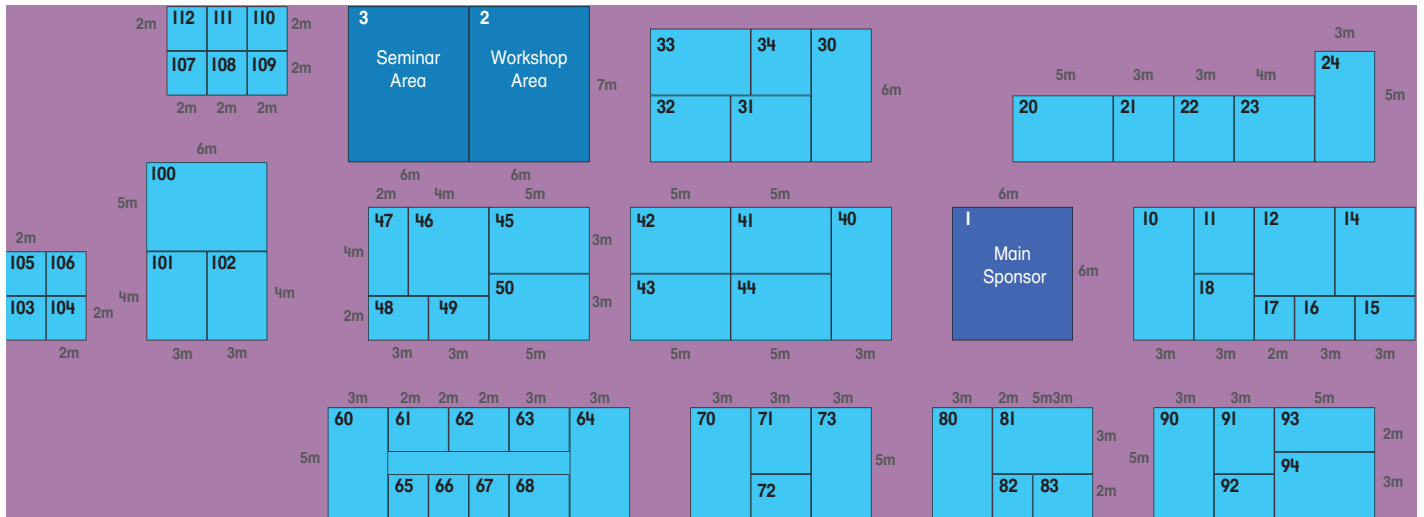
SEMINARS COVERING IT, MANAGEMENT, CONSTRUCTION, FIRST JOBS, CHANGING CAREERS AND MORE

MK JOB SHOW FLOOR PLAN
CENTRE:MK, CENTRAL MILTON KEYNES, MK9



John Lewis

LONDON JOB SHOW FLOOR PLAN
WESTFIELD SHOPPING CENTRE, SHEPHERDS BUSH, W12



* Subject to availability. Organisers reserve the right to amend the floor plans at any time.

**WE HAVE IDENTIFIED 16
ENGINEERS THAT WE HAVE
RECRUITED DIRECTLY
FROM THE LONDON JOB
SHOW. REALLY PLEASED.**

British Gas



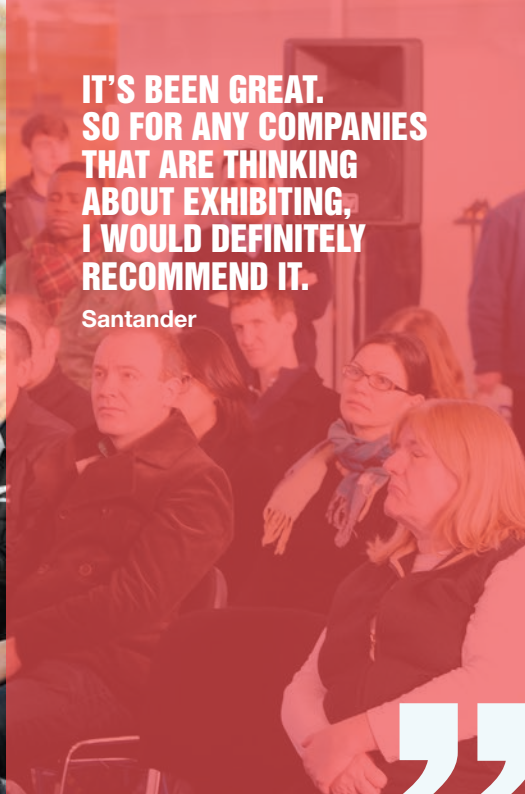
**WE HAD A REALLY
SUCCESSFUL TWO DAYS
AND REGISTERED OVER
750 CANDIDATES.**

Capita



**IT'S BEEN GREAT.
SO FOR ANY COMPANIES
THAT ARE THINKING
ABOUT EXHIBITING,
I WOULD DEFINITELY
RECOMMEND IT.**

Santander



JOB SHOW EXHIBITORS

MK JOB SHOW MAIN SPONSOR



LONDON JOB SHOW MAIN SPONSOR



ZONE SPONSORS



EXHIBITORS



JS MEDIA

The MK Job Show, the UK's second busiest jobs event, is being held twice in 2016 at **Middleton Hall centre:mk** on the following dates:

**Friday 29 & Saturday 30
January 2016**

**Friday 16 & Saturday 17
September 2016**

MK **JOB
SHOW**

FRI 29 & SAT 30 JANUARY 2016

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MILTON KEYNES

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The London Job Show, the UK's busiest jobs event, is being held twice in 2016 at **Westfield Shopping Centre** in London's **Shepherds Bush** on the following dates:

**Friday 26 & Saturday 27
February 2016**

**Friday 30 September
& Saturday 1 October 2016**

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The first National Apprenticeship Show takes place at the fantastic Arena MK on:

**Monday 14 & Tuesday 15
March 2016**

This show acts as the Government's flagship event to launch National Apprenticeship Week.

This event will generate over 20,000 students from within a two hour drive from Milton Keynes who are keen to pursue an apprenticeship.

**THE NATIONAL
APPRENTICESHIP
SHOW**

**ARENA MK
MILTON KEYNES**

**14-15
MARCH
2016**

The second National Apprenticeship Show takes place at the famous Manchester Central exhibition halls on:

**Tuesday 18 & Wednesday 19
October 2016**

This show acts as the Government's flagship event to support Apprenticeships within the 'Northern Powerhouse' region.

This event will generate over 20,000 students from within a two hour drive from Central Manchester who are keen to pursue apprenticeships.

**THE NATIONAL
APPRENTICESHIP
SHOW**

**Manchester
Central**

**18-19
OCTOBER
2016**

JS MEDIA

JS Media are one of the UK's foremost organisers of careers, recruitment and training events. We currently work with over 150 of the UK's leading businesses helping them find the right people

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IKEA

THE NATIONAL
APPRENTICESHIP
SHOW
ARENA MK
MILTON KEYNES
14-15 MARCH 2016

To book your stand, or for more information about sponsorship opportunities contact the event team

t. 01908 843 646 e. info@jobshows.co.uk