



centre:mk

M I L T O N K E Y N E S

FRI 15 & SAT 16 SEPTEMBER 2017

MAIN SPONSOR



University of
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UNIVERSITY CAMPUS MILTON KEYNES

book your stand now

Why YOU should be at the MK Job Show...

- The perfect opportunity to engage with both 'active' and 'passive' jobseekers
- Showcase your 'Employer Brand' to over 100,000 people
- Quickly identify suitable candidates
- Increase your Talent Pool immediately by capturing candidate data first-hand for a full range of vacancies
- Use your recruitment budget more effectively and hire talent directly



OVER 100,000 VISITORS



If you are searching for new talent to strengthen your workforce then you need to be at this September's **MK JobShow**.

On Friday 15th and Saturday 16th September 2017 the UK's busiest job show will, once again, be held at **centre:mk** in **Milton Keynes**.

More than 100,000 visitors attended the previous January show and met over 80 of the region's best known local, national and international companies.

The **MK JobShow** is the perfect environment to promote your job

opportunities and to meet 1,000's of candidates face-to-face.

Get involved in an established and innovative recruitment exhibition that continues to deliver exceptional Return on Investment, time after time after time!

Book your place for the next event now and we can **design, print and build** your stand...

tel: 01908 843 646

HOW WE **PROMOTE** THE EVENT AND YOUR **RECRUITMENT BRAND?**

Promotion throughout **Milton Keynes** and the **centre:mk**

- Promotion on venue website throughout the year
- 12 full size drop banners over the event space
- There is a team throughout the shopping centre who will meet and greet visitors to the event
- Our own special Show Newspapers
- Announcements throughout the two days

(AND **WHO** WILL **SEE** IT?)

In addition to the natural foot flow at the centre:mk, the event will be promoted through our own MK JobShow newspaper...

...distributed from over 500 sites, in Milton Keynes and the surrounding areas, for two full weeks before the event.

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

Targeted Marketing

- TV and 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
- Graduate and 'second jobber' targeted campaigns





OUR **SHOWS** ARE THE **MOST EXTENSIVELY**
MARKETED **RECRUITMENT EVENTS** IN THE **UK**



MOTORWAY **ADVERTISING**

IMK **JOB SHOW**

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MK JOB SHOW CATCHMENT AREA

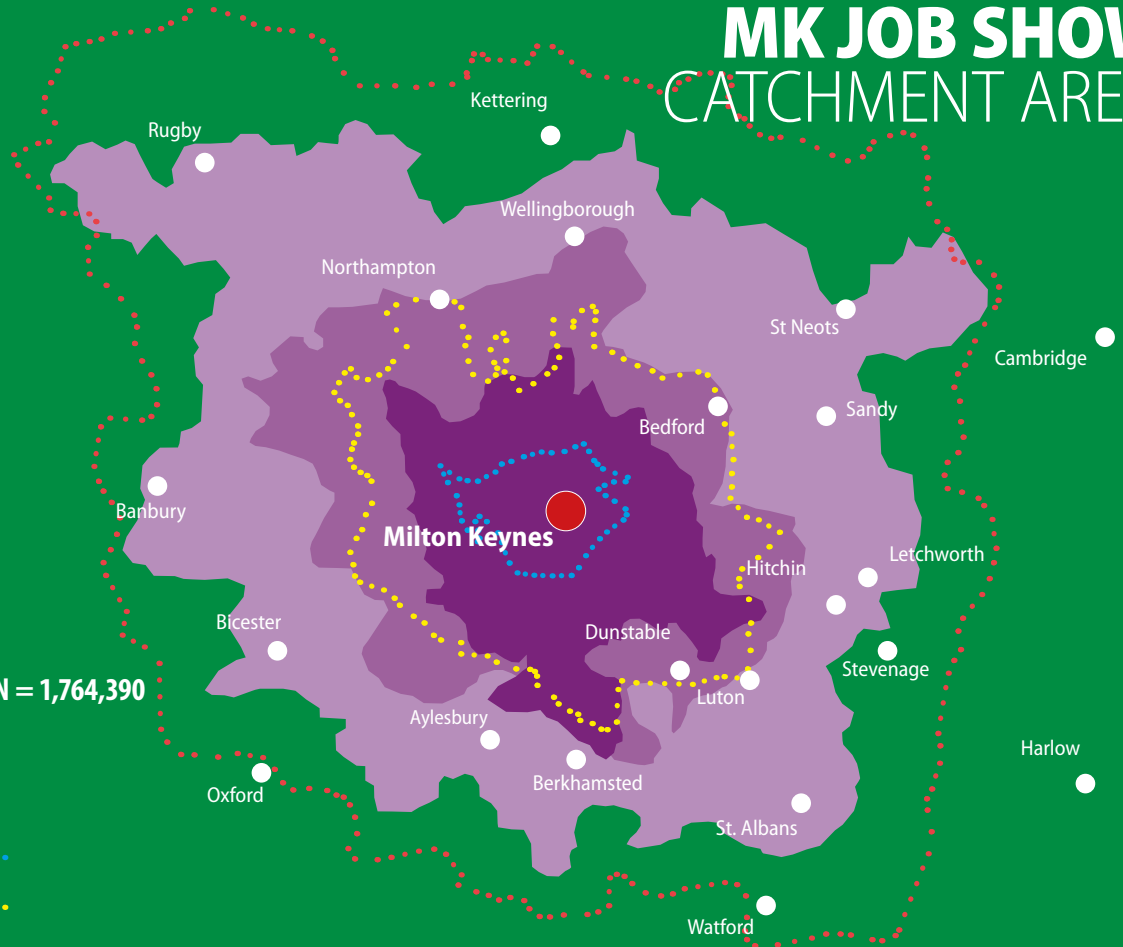
CATCHMENT AREA

- Core
- Secondary
- Tertiary

TOTAL CATCHMENT POPULATION = 1,764,390

DRIVETIME

- 15 minutes
- 30 minutes
- 60 minutes





University of Bedfordshire



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WE CAN **DESIGN, PRINT AND BUILD** YOUR **STAND**





Absolutely fantastic. We have taken almost 200 CV's. We recruited 19 people including our top BDA. We are now a zone sponsor for September.

Retail Merchant Services



In some of the roles that we find more difficult to fill, we have seen some real stars today that we just want to grab and take with us now.

TUI Group

It is a really good opportunity to speak to people face-to-face, and talk to them as individuals. For example, we met some really great people today, often better than their CV's suggested.

Volkswagen Financial Services



Yesterday someone came for a Finance Manager role and we thought they were brilliant. They were at our Fenny Lock office for an interview at 2pm the same day.

Tesco





It was 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



The event was exceptional in terms of attendance, ensuring we were able to recruit outstanding candidates. Brand awareness was massive for us.

Rightmove

We had over 500 applications. 270 of those were people we put through to assessment centers and interviews, and out of those we hired about 10%.

IKEA



I am so glad we have taken part. We have got over 600 applications. The amount of response that we have got is brilliant.

Kuehne+Nagel





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