



centre:mk

MILTON KEYNES

FRI 27 & SAT 28 MARCH 2020



▶ BE PART OF THE REGION'S MOST ATTENDED RECRUITMENT EVENT

READ WHAT OUR EXHIBITORS HAVE TO SAY ABOUT THE SHOW...



We have hired most of one of our departments from the two previous times here. For what it's worth and what you get out of it, it's a brilliant event!



There is a good mixture of people coming for our apprenticeship schemes, all the way up to our senior executive appointments. Here companies can see what future talent's out there.



We had over 500 applications, 270 of those with people that we've put through to assessment centres and interviews, and out of those we hired about 10%. We love coming every year.



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Often you think, I don't have many vacancies today to recruit for, so "is there any value for me going to the Job Show?" - I would say absolutely. We recently just recruited somebody from the last Job Show that we were part of, six months ago now. So it's really valuable, not just for today, but also for the rest of the year.

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wetherspoon

The show was a great success for us – 15 hires! All having their inductions this week. Very impressed!

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HOMEbase

We've placed lots of people before. One of our team here today came from the Job Show. He got recruited in to HR a couple years ago which is proof that it works.

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On paper what you may think someone is about they are completely different when you meet them in person. A job show is a great way to talk to people.



450 applications. The event was very organised. We have been able to speak to some great people today who have the potential to work with us. Great show!



100% recommend this to any companies that are looking to go ahead with the job show here. It's been really valuable in both the quantity and the quality of potential candidates.





Really good. We are actually surprised by the calibre of people that we met. Originally we just came here just to get our brand Clearblue out there, but we've had some really good candidates, some people that we are surprised about.



Very good turnout. Good range of refreshments. Very good organisations. Very easy to communicate with all. Highly recommend.



We have got interviews set up for an assistant manager vacancy and for some custom advisor roles, as well. So it's been a really successful day!



Santander do it every year. We think it's a great opportunity for people to come down and actually meet future stars in their business whether it's young graduates or people who've got really good experience.



VISITOR CATCHMENT AREA

100,000+

people go through and around the event space during the 2 days.

48%

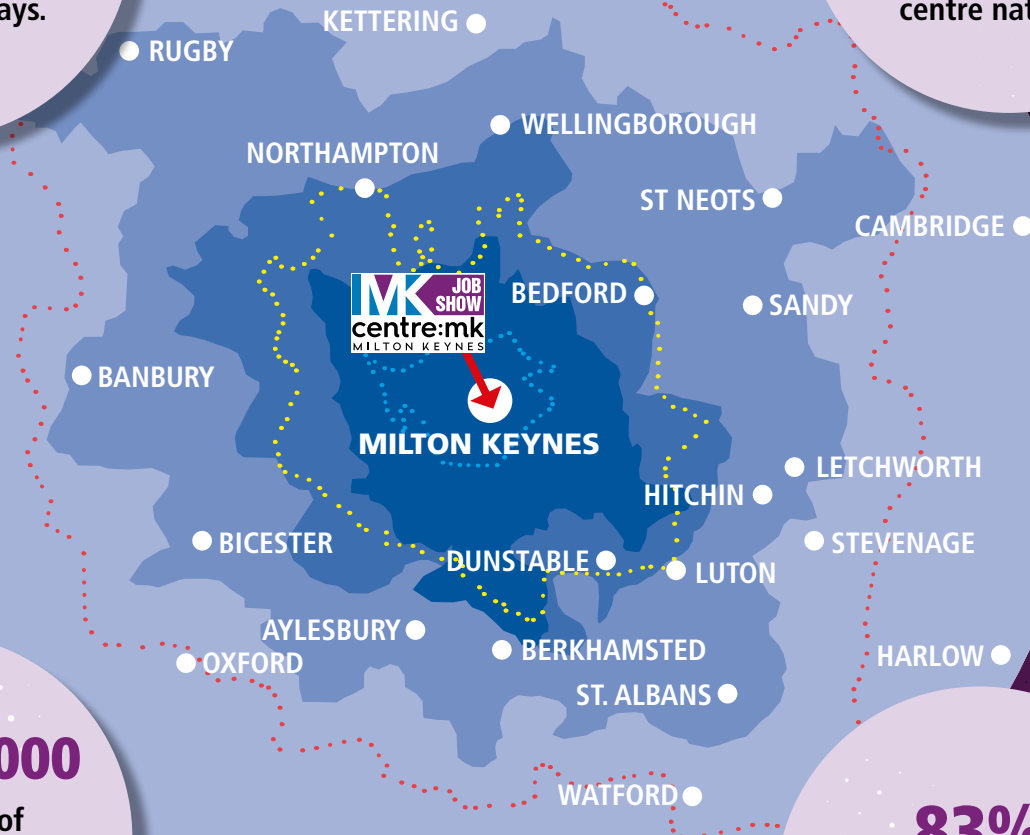
Active Jobseekers

These visitors come prepared with CVs having seen our marketing campaign prior to the event.

52%

Passive Jobseekers

These visitors are in the shopping centre naturally.



1,000-3,000

The amount of candidates exhibitors typically engage with at each event.

83%

of exhibitors have attended multiple events.

ABOUT THE EVENT

If you are searching for new talent to strengthen your workforce then you need to be at the next MK Job Show.

The region's busiest job show will, once again, be held at centre:mk shopping centre in Milton Keynes. More than 100,000 visitors attended the previous show and met over 70 of the region's best local, national and international companies.

The MK Job Show is the perfect environment to promote your job opportunities and to meet thousands of candidates face-to-face.



 **Book your place now... call us on 01908 871450**

BENEFITS OF ATTENDING THE EVENT

1



FACE TO FACE RECRUITMENT

By meeting thousands of candidates in person you can quickly assess their suitability for a role. Attending the event quite literally puts a personality to an application. This can **save time and energy** going through hundreds of faceless CV's in the office.

2



IT PAYS TO BE PROACTIVE

Standing out online is difficult. There are currently over 2 million jobs listed on LinkedIn in the UK. It pays to be proactive and **get in front of the candidates directly**.

3



EMPLOYER BRANDING

They might have heard of you, but have they thought of you as an employer? Showcase your business and your opportunities to over **100,000 visitors** directly.

4



MEETING THE RIGHT CANDIDATES

The event marketing campaign is huge, but more importantly, **it is targeted**. Our extensive print and digital marketing campaign is tailored to the specific vacancies the exhibitors want to promote. Maximising the amount of suitable candidates each employer meets at the event.

5



PASSIVE JOBSEEKERS

What is a 'Passive Jobseeker'? Someone that isn't actively looking for a new job. These candidates don't go on job boards, or sign up with recruiters. **Taking place in the middle of the regions busiest shopping centre**, the event benefits from the thousands of people that are out shopping.

6



COST EFFECTIVE

With regards to cost per hire, compared to agency fees, exhibitors continue to **save money from attending the MK Job Show**. There is no limit to the amount of candidates you can hire, and no ongoing fee.

7



IT WORKS!

Employers consistently hire great people. **83% of exhibitors have attended multiple events.**

If you want to showcase your business and your opportunities call us on

01908 871450

EVENT MARKETING CAMPAIGN

- Exhibitor vacancies promoted on the **event website** throughout the year.
- **Motorway Banners.**
- **MK Job Show Newspaper** (distributed from over 300 sites).
- Digital and A3 Print copies of the Event Poster sent to **200 locations, including universities, colleges, dentists, libraries and councils.**
- Dedicated advertising campaign in the **monthly MK Jobs Newspaper** (20,000 copies distributed from over 120 sites).
- **Radio Campaign** (MKFM and Heart Radio).
- **Health & Social Care Opportunities Newspaper** (distributed to 120 hospitals and doctors surgeries).
- Targeted paid advertising on **LinkedIn, Facebook, Twitter** and **Google**.



- **Electronic poster sites** at centre:mk.
- **Promotional staff answering questions** and handing out leaflets at centre:mk the weekend before the event.



- **Distribution and promotional staff** at the entrances to centre:mk, meeting, greeting and directing visitors to the event.
- **MKFM Broadcasting Live** and interviewing Exhibitors.
- **AA signs** displayed throughout Milton Keynes directing traffic to the event.
- **Centre announcements** throughout the day.
- **52 electronic posters** displayed throughout centre:mk.



SEMINARS & CONFERENCE AREA

Throughout both days, across 2 stages, a selection of the exhibitors and professional keynote speakers deliver career advice seminars to the visitors. A good opportunity for exhibitors to share why they are a great company to work for.

KEYNOTE SPEAKER: Jenny Holmes,
Head of Getting Back to Business
at FDM Group



TITLE: A Returners Journey: What it means to
you and where to start

CONTENT: Make it work for you and your family.



GRADUATE CONFERENCE



TITLE: Graduates - What are your next steps?

CONTENT: Covering the working life & experience of 2 graduates at LMUK Amptill. Focussing on the adaptation to the working world and highlighting key experiences. Advice will be given on finding work post-university and what to do if you don't know what to do.



KEYNOTE SPEAKER: Scott Jones - CEO,
123 Internet Group



TITLE: Mastering The Fundamentals Of LinkedIn

CONTENT: With more than 350 million profiles, LinkedIn is a powerful tool. And if you know how to use it, this social platform can open up many opportunities for you and your business. In this talk, CEO of 123 Internet Group, Scott Jones, will help you to optimise your account and teach you how to generate new leads to bolster your online profile and ROI.



If you want to showcase your business and your opportunities contact one of the team...

RECRUITING NOW

Promote your vacancies from the minute you book your stand, and receive applications in the months leading up to the event. The vacancies you display can link directly to your careers page or to the specific job vacancy on your website. Exhibitors can update their vacancies as frequently as they like.



Call us on **01908 871450** or email us at **info@jobshows.co.uk**

COMPANIES WE WORK WITH...





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