

**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 14 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)





# 1 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.

**What does success look like to you?**

## *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. The visitor needs to know who you are and who you are looking for. Consider including interactive components for engagement and to create an eye-catching presence.

*Remember, a stand may appeal to the eye, but the only reason for their existence is to help meet your objectives. Keep it simple!*



### 3 BEHIND THE STAND

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

- *Success of your event is dependant on who you select to staff your stand.*
- *Candidates want credible conversations with relevant people. Consider including employees already in the roles you are recruiting for.*
- *Get enough people involved – plan for a busy event!*
- *Make sure they are properly briefed and understand their role.*



### 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?



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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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## 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.*



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## MAKING THE MOST OF THE JOB SHOW WEBSITE

### *Exhibitor Vacancies*

- Take advantage of promoting your live vacancies on the Job Show website. Candidates will then click 'Apply Now' and will be directed straight to your careers page, or direct to the specific URL for that vacancy.
- This will increase the prospects of receiving applications before during, and after the event.

### *Exhibitor Profile*

- This is your page to outline more details about: what your organisation does, your company values and culture, who you are looking to hire, and what type of vacancies you have.
- Encourage the candidate to visit your careers page to be better prepared to meet you.







## #LETSGETSOCIAL



Spreading the word about the types of people you are looking to hire, will ensure the right people turn up over on the 2 days to meet you.

*#LondonJobShow*    *#MKJobShow*





## 9 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 there and then, this will trigger your next step to schedule a meeting.

*Use of technology such as iPads and laptops will create a smoother process and will make capturing candidate information easier. Make sure to link this to your talent pool database.*

If you're noting your candidates information 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 any extra detail. If you can make a personal note of something different about that candidate, it can enhance your follow up conversation with a more personal element. Think about categorising information collected to ensure that you can follow up the 'hot prospects' quickly.

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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 or complicated as you may think.

- *Code all vacancies advertised at the event with a unique reference and ensure these are quoted on applications.*
- *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.*



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## **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.



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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. Follow up on all leads to ensure maximum hire impact.

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

**Follow up!**





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## **KEEP DEVELOPING YOUR APPROACH**

- *Find an approach that works and keep building on it*
- *Learn from the events you attend*
- *Look at what the competition are doing*
- *Listen to what your business colleagues are saying*
- *Get feedback from your candidates*
- *Use your success metrics to inform future decisions*

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## **RESERVE A PLACE FOR THE NEXT EVENT**

If you've met or exceeded your goals, now is the time to lock in a prime location or sponsorship at the next event.

*The earlier you book,  
the more promotion  
you get!*

REBOOKING FORM

A man with dark hair, wearing a green patterned suit jacket, a light blue shirt, and a red tie, is smiling. He is holding a blue pen in his right hand and a large white document titled "REBOOKING FORM" in his left hand. The document has several horizontal lines and a signature at the bottom. The background is a green and yellow halftone pattern.

**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**

