



centre:mk

MILTON KEYNES

FRI 27 & SAT 28 JANUARY 2017

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 98,000 VISITORS



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

On Friday 27th and Saturday 28th January 2017 the UK's busiest job show will, once again, be held at **centre:mk** in **Milton Keynes**.

More than 98,000 visitors attended the previous January show and met over 80 of the region's best known local, national and international companies.

As people return from winter holidays and school breaks their attention naturally turns to their

future career development for the new year. 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

- 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



Massive local newspaper coverage



Huge Social Media Marketing



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

MKJobShow newspaper distributed from:



MKJobShow newspaper distributed from:



Extensive Radio Advertising & Interviews

Multiple AA directional signage



throughout MK

MOTORWAY ADVERTISING

IMK **JOB SHOW**

centre:mk
MILTON KEYNES

FRI 27 & SAT 28 JANUARY 2017

The billboard features a white background with a dark blue border. The logo 'IMK' is in blue and purple, with the 'M' being purple. To the right, 'JOB SHOW' is written in white on a purple arrow-shaped background. Below this, 'centre:mk' is in a large, bold, black sans-serif font, followed by 'MILTON KEYNES' in a smaller, black, all-caps sans-serif font. At the bottom, the dates 'FRI 27 & SAT 28 JANUARY 2017' are written in white on a blue rectangular background. The billboard is set against a backdrop of green trees and a wooden fence.

MK JOB SHOW CATCHMENT AREA

CATCHMENT AREA

- Core
- Secondary
- Tertiary

TOTAL CATCHMENT POPULATION = 1,764,390

DRIVETIME

- 15 minutes
- 30 minutes
- 60 minutes



Make a date at the UK's No.1 Job Event over 100,000 visitors



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.

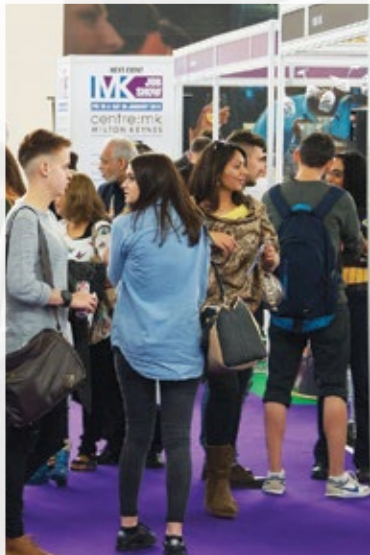
Retail Merchant Services



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.



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



WE BELIEVE IN PEOPLE!
To create a better every day life.

Volkswagen Financial Services



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





centre:mk

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

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