



**FRI 29 & SAT 30 JANUARY 2016**

**centre:mk**

MILTON KEYNES

[WWW.MKJOBSHOW.CO.UK](http://WWW.MKJOBSHOW.CO.UK)  

**NEW YEAR  
NEW TALENT**

**to book your stand please call 01908 843 646**

# MK JOB SHOW CATCHMENT AREA

Catchment

- Core
- Secondary
- Tertiary

Total catchment population = 1,764,390

Drivetime

15 minutes

30 minutes

60 minutes



“

**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

”



## NEW YEAR : NEW TALENT

If your company is looking to recruit new talent right now, then you should be exhibiting at the UK's busiest Job Show here in MK.

Over 100,000 visitors are expected at the next MK Job Show on 29 & 30 January. January is the busiest month for people to change careers

and this event is an ideal place for you to meet them. Book one of the last remaining stands and if you book before Friday 15th

January we will design, print and build you stand free, you just pay for the space.

**To Book Your Stand please call 01908 843 646**

# VISIBLE & EFFECTIVE MARKETING

## Our Job Shows are the most extensively marketed recruitment

### Promotion throughout Milton Keynes 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 thecentre:mk, the MK Job Show will be promoted through 100,000 tabloid newspapers and

Distributed from over 500 sites, across and around Milton Keynes and the surrounding area, 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



Massive local newspaper coverage



Business MK



Health & Social Care OPPORTUNITIES



Huge Social Media Marketing



Google

LinkedIn



heart  
96-107

106.3

Extensive Radio Advertising & Interviews



Multiple AA directional signage

# UNMISSABLE MOTORWAY ADVERTISING

**bsi.**

**White Clarke Group**

**Amway**

**CenterParcs**  
*florids in the forest*

**B/S/H/**

**IMK JOB SHOW**

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MAIN SPONSOR

**KUEHNE+NAGEL**

**Travis Perkins**

**NHS**

**Invest Milton Keynes**

**teach MK**

**Jardine Motors Group**  
trading as **Lancaster**

# WE WILL DESIGN, PRINT AND BUILD YOUR STAND



ZONE SPONSORS



White Clarke  
Group



B/S/H/



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t. 01908 843 646 [info@jobshows.co.uk](mailto:info@jobshows.co.uk)

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Travis Perkins <sup>plc</sup>

