

centre:mk

MILTON KEYNES

FRI 14 & SAT 15 SEPTEMBER 2018

book your stand now

t: 01908 871 450 info@jobshows.co.uk

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 98,000 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 September's **MK JobShow**.

On Friday 14th and Saturday 15th September 2018 this busy Job Show will, once again, be held at **centre:mk** in **Milton Keynes.**

More than 98,000 visitors attended the previous September 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 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 871 450

HOW WE **PROMOTE** THE EVENT AND YOUR **RECRUITMENT BRAND**? (AND **WHO** WILL **SEE IT**?)

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
- Dedicated MK Job Show Magazine
- Announcements throughout the two days

In addition to the natural footfall at the centre:mk, the event will be promoted through our own MK Job Show magazine and MK Jobs 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
- Twitter, LinkedIn, Facebook and Instagram
- Graduate and 'second jobber' targeted campaigns

















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









RECRUITING NOW?

PROMOTE YOUR VACANCIES ONLINE FROM THE MINUTE YOU BOOK YOUR STAND



MK JOB SHOW
CATCHMENT AREA

CATCHMENT AREA

Core
Secondary
Tertiary

TOTAL CATCHMENT POPULATION = 1,764,390

DRIVETIME

15 minutes
30 minutes
60 minutes



- Over 98,000 visitors pass through the MK Job Show over the 2 days.
- 18 million people lie within a 1 hour 30 minute drive.
- Top three ACORN groups among visitors are:
  - Secure Families
  - Wealthy Executives
  - Flourishing Families
- They represent 61% of the catchment profile.
- 52% visitors are aged 18 to 34.
- 69% of our visitors are ABC1, with 29% being AB.
- 53% Female : 47% Male – Gender split.
- 87% of organisations at the MK Job Show are now regular exhibitors

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

MAIN SPONSOR

University of Bedfordshire Milton Keynes



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

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



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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