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Top tips for exhibiting

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LOVE the
WEEK



1. The uniqueness of exhibiting

- true permission marketing
- motivation – visitors are more receptive
- because they have come to you
- conversation beats communication – visitors are responsive, because of the environment; it appeals to all the senses
- visitors can make immediate comparisons between organisations & careers on offer
- people make commitments
- events complement other media
- bring brands alive



2. Why are you exhibiting?

- save money on direct recruitment costs
- raise the awareness/profile of your employer brand
- recruit an ethnically diverse workforce
- increase traffic to your recruitment website
- build a talent pool of potential future recruits
- promote campaigns



3. Appoint a project manager

- budgets
- staffing
- planning meetings
- stand messaging



4. **ALWAYS** set targets

It's useful to have several qualitative and quantitative eggs

- to build a talent pool
- promote current vacancies
- drive traffic to website
- meet 50 potential volunteers
- generate pr



5. Communicate with purpose

- 10,000+ visitors over 14 ½ hours – how many do you want to meet
- focus on those relevant to your organisation / signpost
- know how / when to say goodbye



6. Choose your team carefully

- choose a relevant & motivated team
- brief them well
- plan rotas
- identify stand 'rules'



7. Promote your attendance

- link to www.forum3.co.uk
- press / online ads
- website / email signatures
- intranet / newsletters
- jobs packs / rejection letters
- public networks e.g. retail shops, other events
- internal networks – inform your employees, volunteers and trustees
- social networks – e.g. facebook, twitter, myspace



8. Make the meeting experiential



9. Follow up

- plan follow up before the event
- follow up quickly
- team debrief



10. Enjoy!

