



**09.09. Berlin**

Maritim Hotel

**17.09. Munich**

Sofitel Munich Bayerpost

**30.09. Hamburg**

Grand Elysée

**07.10. Vienna**

Austria Trend Hotel Savoyen

**11.10. Düsseldorf**

InterContinental Hotel

**21.10. Frankfurt**

Marriott Hotel

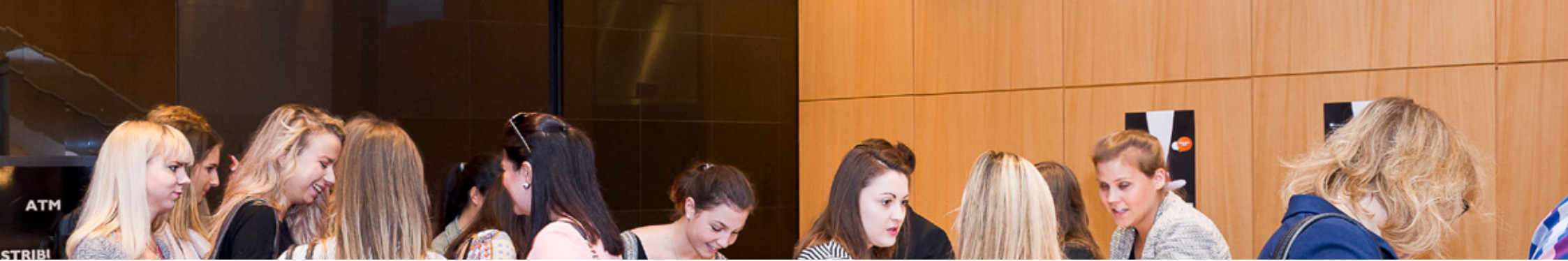


## The dedicated career fair for the Hospitality industry



Visitor opening hours  
10.00 a.m. - 3.00 p.m.

As the leading hospitality job board, we make it our everyday mission to tackle employee shortage by bringing together young talents with the company they belong to.



# What can you expect from the fair?

You will meet at our fair hospitality enthusiasts, whether recent graduates, career changers or re-entrants, most of them thus being students or trainees. This is the target group you will address by exhibiting at our Recruiting Days.

**Make this event your asset to turn your company into a “talent magnet” and attract new talents to your teams.**

Take visitors behind the scenes of your company and tell them about your current job offers or your career program.

**We introduce this year a new industry-based floor plan that enables a targeted candidate approach.**

*Clearing the way  
to the perfect  
job match!*



## Your benefits



Employer  
branding



One-on-one interactions  
with visitors



Networking with  
industry peers



Communicating about  
career opportunities



Discussing employer  
branding trends



# What can visitors expect from the fair?

## Our plan to your success

All-rounder program overview

**Workshop:** „Meine Marke ICH“ (German) –  
Mrs Irene Kribernegg, ILWIS

**Conference:** „(Wie) sag ich's meinem Gast“ (German) –  
Menani Akademie

**Guided tour:** sneak peek behind the scenes  
of the hotel hosting the event

**Free professional  
photos**



**NEW**

**Coaching area:** our new coaching area is designed to foster exchange between visitors and experts. We offer 4 coaching slots of one hour each, during which experts of various companies give applicants valuable career tips and answer their questions.

**NEW**

*Want to become  
a coach? Book  
your slot!*



**Become a coaching area expert**  
Give visitors support, ideas and tell them more  
about your company.

**See all our sponsoring packages on page 9.**

**Let's step up for the hospitality.**



# NEW: all-round carefree package

Save your time for the essentials: applicant contact

	Basic   9m <sup>2</sup>	Premium   18m <sup>2</sup>
Stand size	3x3m	6x3m
Furniture	1 table/2 bar stools	2 tables/4 bar stools
Price	1 349 €	2 698 €



Including	
Electric socket	Wi-Fi
Water/Coffee	
Catering	On-site contact person
<b>JOBS</b> Job wall	
2-week access to CV database	Company mention in the fair's program and as exhibitor in your job adverts

**NEW**

Option
Free choice of stand* +249 €

\* Choose your stand in the area allocated to your industry in the floor plan. According to availability.

**Book now**



# Communicating about your participation

Our communication about your participation to the job fair includes the integration of a **message in all your job adverts** informing applicants about your presence at the Recruiting Days.

You will also get **access to our CV database with over 61 000 profiles**. Use this tool to actively contact applicants and invite them to meet you at the fair.



*Get in touch with applicants  
prior to the fair and invite  
them to meet you!*





# Promoting the event to applicants

## Display advertising

In the weeks prior to the event, we place **banners** announcing the job fair on various websites such as “**meinstadt.de**” and other trade fair calendars like “**messen.de**”, etc.



## Direct marketing and newsletter

We send **career newsletters**<sup>1</sup> to our subscribers throughout the year. When the job fairs approach, we include **tips for preparing for the event** and **give insights** into the fair's program in order for the readers to get a better idea of what they can expect from the day.

The **media packages** include your logo in the exclusive **Recruiting Days newsletter**<sup>2</sup> that will be sent 7 days before the event.



## Partners & PR

Our **partners** stick by our side on the road to your success. We provide them with **editorial content** on the Recruiting Days, before and after each event.

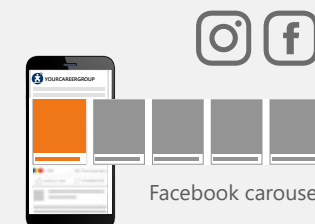
**They recently joined us as partners:** the press portals **Tageskarte** and **Pregas**



## Social Media

Both our job boards and the Recruiting Days are present on **Facebook** and **Instagram**, on which we share career tips, news and promote the fair's program.

Each Recruiting Day is individually promoted 12 weeks before the event through **sponsored ads**. Depending on the media package that you booked, your company **logo** will be **featured in a carousel ad** on Facebook 8 weeks prior to each event.





# Promoting the event to applicants

ONLINE

## Job adverts

We communicate on **your participation to the event** in all your job adverts.



NEW

## Webinar

As much as we promote the event, we also care about **getting the visitors ready for it**. That's why we offer a **webinar** before each event during which we'll give applicants **tips to prepare their visit** and get the most out of the job fair.



NEW

OFFLINE

## Print advertising

We place **print ads** announcing the job fair on our partner's printouts. **They recently joined us:** the industry magazine Falstaff PROFI

falstaff  
profi

## PR

We promote the job fair on **flyers, posters and various printed materials** on **industry events and happenings**. We also tell about the fair at conferences.

## School marketing




We promote each event to vocational, technical and mainstream schools as well as universities. We also have personal contact with student councils and teachers.

**Our action points in the schools consist of:**

- **On-site poster and flyer distribution**
- **Poster placement** on pin boards
- **Phone acquisition** and **personal visits** including on-site **presentations** to the students



# Media packages

	Standard	Standard Extended
<b>Top exhibitor logo</b> Logo placement and „Top exhibitor“ mention on our job boards incl. link to your jobs	✓	✓
<b>Company logo</b> Logo placement on the floor plan and in the fair's flyer	✓	✓
<b>Recruiting Days' newsletter</b> Logo placement on the exclusive Recruiting Days' newsletter. Send date: seven days before the event	✓	✓
<b>Social Media</b>   + Sponsored ads on Facebook / Instagram (Key visual + Logo incl. link to the exhibitor list)  + Story on Facebook / Instagram (Logo incl. exhibitor name)		
	<b>449 €</b>	<b>749 €</b>



Price per location. The company material (logo, texts and visuals) should be provided at least 2 months before each event.

[Book now](#)

# Sponsorship

Check out our sponsorship packages. You can book them individually or combine them with your stand or media package.

## Exclusive partner

(on request)

### Professional photo sponsorship

Mention „Free professional photos sponsored by YOUR NAME“

### Trade show wristband

Logo placement on the visitor's wristbands



### Communication

Mention as sponsor and logo placement on all communication channels and print materials

on request

Get the most visibility as official sponsor!

## Coaching Partner

(limited to 4 companies per location)

### One-hour coaching slot

Present yourself as an expert in the career-related topic of your choice

### Coaching area display advertising

Your company will be promoted inside the coaching area with display ad

### Communication

Mention as sponsor and logo placement on all communication channels and print materials

399 €

Share your expertise!

## Topic selection

- Top 10 important questions employers ask on a first interview
- Useful tips for a successful Skype interview
- Application 2030: what does tomorrow's application look like?
- HR tips: Dos and Don'ts of the application
- How to stand out with a video job application

Find more coaching topics on page 3 of the booking form.

Book now



# Coaching area NEW

## What you can expect as a coaching partner:

This slot is your dedicated hour to position yourself as an expert in one career-related topic of your choice. Your role as a coach is to share your expertise and enlighten career starters that could become your employees of tomorrow. This is besides a chance for you to indirectly tell visitors more about your company.

## How does it work?

You will have a dedicated space of 3x3 m to interact with visitors and answer their questions on a predefined topic from your employer's perspective.

**Your benefits:** personal, interactive contact with a targeted audience, talent acquisition and employer branding

## What do you need?

Your expertise on the selected topic is enough. Should you need additional display equipments or screens, the coaching area has enough space for iPads, laptops and other print outs. You can also set up your own roll-up inside the coaching area.



The coaching area will be promoted across all our communication channels along with your logo. This way, we ensure that visitors know and benefit from this new initiative.





# Referenzen

*"The Recruiting Days are a great place to meet qualified applicants, do some networking and present our company as an attractive employer. We are looking forward to the next time!"*

Mathias Reim, Division Director,  
Block House Restaurantbetriebe AG

*"With the Recruiting Days, YOURCAREERGROUP proves once again to be a strong, flexible and future-oriented partner. Thanks for the good organization."*

Katrin Melle, former Area Director of Human Resources,  
Hyatt Regency Mainz and chairwoman of the Hotel Human

*"This is the fun part of recruiting: lots of good interviews with qualified applicants in a high-end, professional setting."*

Andreas Elvers, former Human Resources Director,  
Steigenberger Hotels AG

## Some of our past exhibitors:



Are you interested in an individual  
combined package?

**Contact us.**



We would be happy to assist you:  
**advertise@hotelcareer.com | +49 211 93 88 97 0**

**Book online**