



# REGIONAL JOB FAIR

24. – 31. October 2023.

 **MojPosao.ba**

# Why participate?



More than **84.000 views**.\*



Over **500 applications** received.\*



**Highlighting your advantages as an employer:** work atmosphere, salary and other benefits are the most important information to job seekers.\*



**Direct communication with candidates** and fast recruitment of candidates via chat: **85% visitors** of all ages visits the **Fair via mobile phone**.\*



**Employer Branding - reach to over 3.000,000 users / potential candidates** - booth at the Fair, advertisements and marketing campaigns in Bosnia and Herzegovina, Croatia, Serbia, Macedonia and Slovenia.



The Fair is live **24 hours a day for 8 days** and is available on all devices (mobile/desktop).



Reach to potential candidates in the region (Bosnia and Herzegovina, Croatia, Serbia, Macedonia, Slovenia).



\*Source: Regional Job Fair 2022.

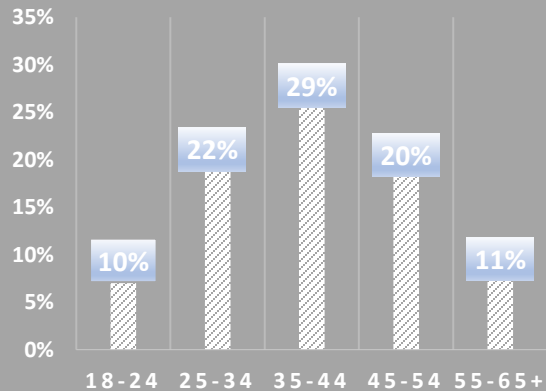
  
**Fair location:**  
<https://regionalnisajamposlova.com/ba/>

# Online fair advantages

In addition to your current employment needs, you also create a base for future needs. It's always time for the ideal candidate!

Unique fair in Europe on a proven platform with reliable support for exhibitors and visitors.

VISITORS STRUCTURE BY AGE\*



Opportunity to simultaneously represent your company in several countries in the region. All you need is the Internet!

Communicate fast and easy with fair visitors via chat and video calls.

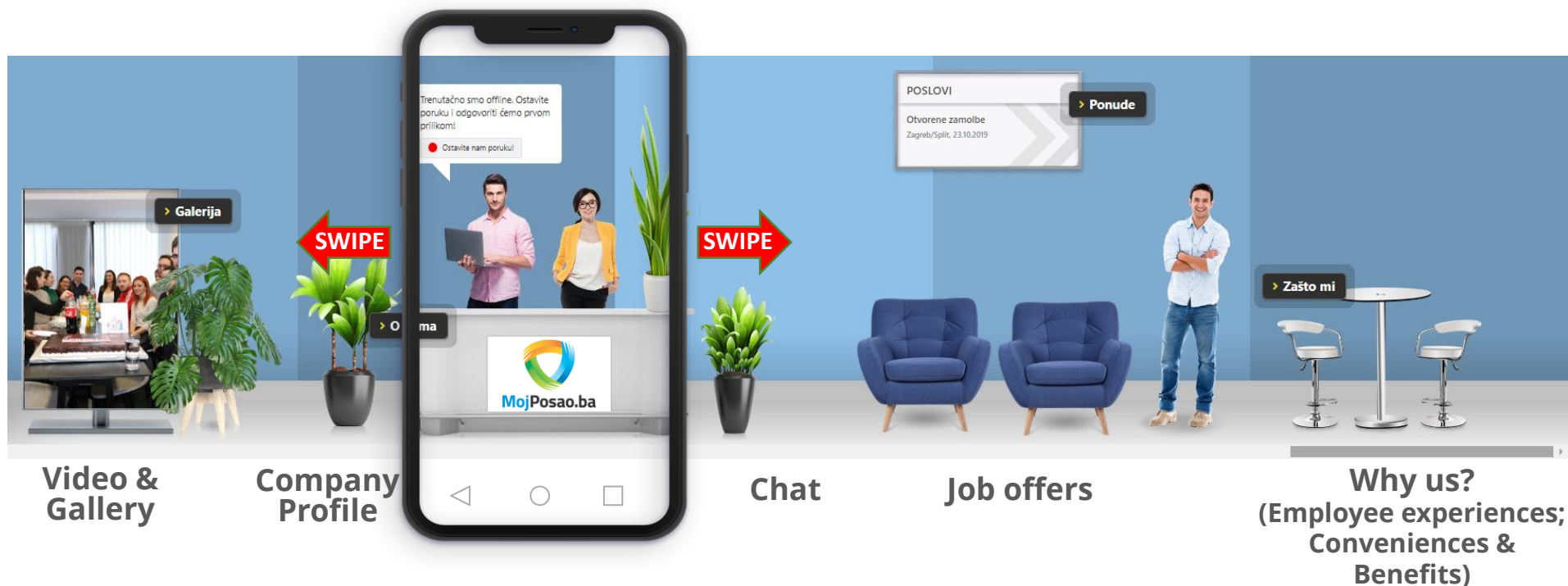
\*Source: Regional Job Fair 2022.

# Technical info

Proven platform adapted for use on all devices (mobile, tablet, laptop, desktop) and in all browsers.

Quick and easy navigation through virtual booths.

User friendly solution for creating a booth - easy selection of the offered content (click on / drag & drop) with various design possibilities. Booth preparation video can be found at: <https://youtu.be/p56pTJVYizI>



# Options for exhibitors

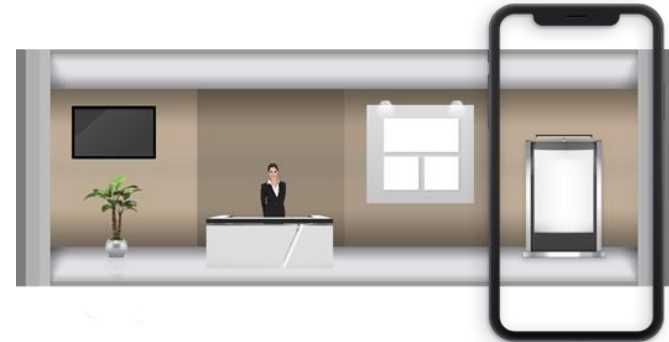
PREMIUM + booth  
2.045 € \*

- Length - 5 modules
- Extended online media campaign in Bosnia and Herzegovina
- Personalized stand.



PREMIUM booth  
1.790 € \*

- Length - 4 modules
- Advanced online media campaign in Bosnia and Herzegovina
- Larger selection of elements and colors on the stand



BASIC booth  
1.278 € \*

- Length - 3 modules
- Basic media campaign in Bosnia and Herzegovina
- Basic selection of elements and colors on the stand



\* Prices are without VAT.

# Booths specifications

Functionality comparison	Premium +	Premium	Basic
Price	2.045 € *	1.790 € *	1.278 € *
Number of published jobs on MojPosao.ba (Bosnia and Herzegovina)	15	10	5
Media campaign in Bosnia and Herzegovina	Extended	Advanced	Basic
Number of booth modules (possibility to choose the following modules: 1. Profile; 2. Video and/or Gallery; 3. Jobs; 4. Chat; 5. Why us? (employee experiences; conveniences; benefits))	5	4	3
Possibility of uploading video material	YES	NO	NO
Personalized booth	YES	NO	NO

\* Prices are without VAT.



# Booth marketing content

Marketing services	Premium +	Premium	Basic
Mentioning the company's name in PR articles (PR for the opening of the fair and PR for the closing of the fair)	+	+	+
Mentioning the name of the company in a group article with an announcement on MojPosao.ba	+	+	+
Mentioning the company's name in radio announcements (on over 20 radio stations)	+	+	-
Group Facebook post on the MojPosao.ba page (> 170,000 fans)	+	+	+
Individual personalized Facebook post on the MojPosao.ba page (> 170,000 fans) campaign during the fair	+	+	-
Group Twitter post on the MojPosao.ba page	+	+	+
Individual personalized Twitter post on the MojPosao.ba page	+	+	-
Group LinkedIn post on Kolektiv page (MojPosao.ba) (> 21,000 followers)	+	+	+
Individual personalized LinkedIn post on the Kolektiv page (MojPosao.ba) (> 21,000 followers)	+	+	-
Instagram post and story on the MojPosao.ba page (>16,000 followers)	+	+	-
Logo on MojPosao.ba banner campaign (100,000 impressions in 8 days)	+	-	-
Mentioning the company's name in the Newsletter to more than 150,000 employers (announcement of fair participants)	+	-	-
The logo on the group popup banner on the MojPosao.ba page during the fair	+	-	-
Google campaign	+	+	-
Personalized background on the booth	+	-	-

# Media campaign

## Bosnia and Herzegovina

**Web:** Facebook & Google campaigns, LinkedIn, Instagram & Twitter posts, PR articles, article on **MojPosao.ba**

**Radio stations** (>20 radio stations)

**Newsletter:** for employees (>150,000 employees)

**Banner & popup banner** : during the duration of the fair at **MojPosao.ba**





# An additional option – have booths in several countries

Do you want to present your company in the region?

Besides **Bosnia and Herzegovina** - MojPosao.ba, we offer you an option to buy any type of stand in any country member of the Fair: **Croatia** – Mojposao, **Serbia** - Poslovi Infostud, **Macedonia** - Vrabetovanje and **Slovenia** - Deloglasnik.

By buying booths in several countries, you get the following discount:

- **10%** discount - 2 countries
- **15%** discount - 3 countries
- **20%** discount - 4 countries
- **25%** discount - 5 countries

 **VRABOTUVANJE.COM** **MojPosao:**

**Poslovi**  
**infostud.**



# Contact

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