



# REGIONAL JOB FAIR

24. – 31. October 2023.


**MojPosao:**

# Why participate?

 More than **520,000 visits** and **3.800,000 fair views**.\*

 Over **39,000 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: **84% visitors** of all ages visits the **Fair via mobile phone**.\*

 **Employer Branding - reach to over 7,200,000 users / potential candidates** - booth at the Fair, advertisements and marketing campaigns in Croatia, Bosnia and Herzegovina, 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 (Croatia, Bosnia and Herzegovina, Serbia, Macedonia, Slovenia).

 \*Source: Regional Job Fair 2022.

  
Fair location:  
[www.regionalnisajamposlova.com](http://www.regionalnisajamposlova.com)

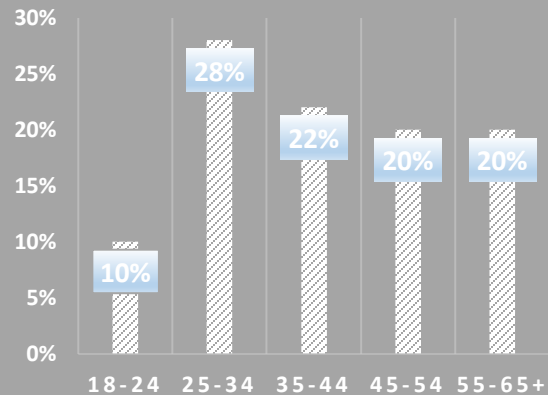


# Online fair advantages

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.

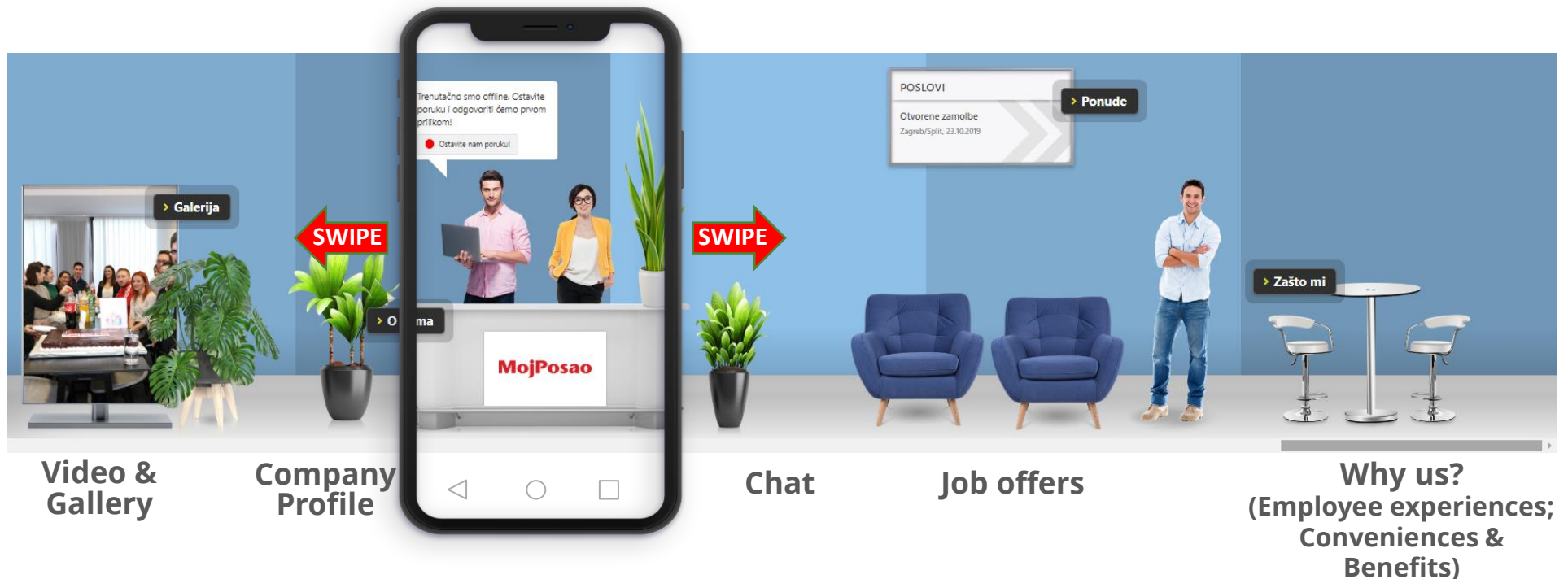


# Technical info

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

## GOLDEN booth

3.840 €\* /28.932,48 kn

Extended media campaign.  
Presence on all channels:  
radio, Web and social  
networks.  
Special - custom made -  
booth design.



## SILVER booth

2,520 €\* /18.986,94 kn

Presence on radio stations,  
Web and social networks.  
Highlighting in the  
newsletter for employees.



## BRONZE booth

1,860 €\* /14.014,17 kn

Presentation of the  
company to a large number  
of job seekers. Presence on  
social networks and radio  
stations.



\* If you don't have an EU VATid number, additional tax charges will be added.

# Booths specification

Functionality comparison	Gold	Silver	Bronze
Price	<b>3,840 €*</b> 28.932,48 kn	<b>2,520 €*</b> 18.986,94 kn	<b>1,860 € *</b> 14.014,17 kn
Number of published jobs on MojPosao (Croatia) (designed ad on the main cover)	7	5	3
Number of published jobs on the PosLovac mobile application	7	5	3
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 (module 2)	Yes	No	No
Special - custom made - booth design	Yes	No	No

- If you don't have a European VAT number additional 25% tax will be added.
- 1 EUR = 7.53450 KN



# Booth marketing content

Marketing services	Gold	Silver	Bronze
Interview release on the MojPosao, and MojPosao Facebook page (more than 280,000 followers).	+	-	-
Highlighting in the PR article of the newsletter for employees (more than 270,000 recipients) with the article release on the MojPosao.	+	+	-
Highlighting in the PR article - release on the MojPosao and MojPosao Facebook page (more than 280,000 followers).	+	+	+
Citation in the radio spots.	+	+	+
	(7 stations)	(3 stations)	(2 stations)
Citation in the press release (opening of the fair).	+	+	+
Social media campaign (Gold* or Silver**).	+	+	-
	(Gold campaign)	(Silver campaign)	
Google Ads campaign***	+	-	-
Facebook post on MojPosao page (more than 280,000 followers)	+	+	+
LinkedIn post on company page MojPosao with more than 35,000 followers.	+	-	-
Citation in the PR articles (jutarnji, tportal, glas-slavonije.hr, istarski.hr).	+	-	-
Posting ads on the mobile application Poslovac.	+	+	+
	(Featured)	(Basic)	(Basic)
Citation in the press release (closing of the fair).	+	+	+

\* The gold campaign includes 8 days of Facebook & Instagram campaign for your booth. Reach: 75,000 to 85,000.

\*\* The Silver campaign includes 8 days of Facebook & Instagram campaign for your booth. Reach: 35,000 to 40,000.

\*\*\* Google campaign includes 8 days of Google Ads campaign for published job ads. Reach: 30,000 to 35,000.



# Media campaign

in Croatia, Bosnia and Herzegovina, Serbia, Macedonia and Slovenia - before the start and during the Fair

## Croatia

### Press

Glas Slavonije, Dubrovački vjesnik

### Web

Facebook, Instagram and Google AdWords campaigns; LinkedIn

PR releases: Glas-Slavonije.hr, Jutarnji.hr, Tportal.hr, Istarski.hr, EduCentar, MojPosao.net

### Radio stations

Otvoreni radio, Bravo! + Media Servis, Slavonski radio, Radio Split, Radio 057, Radio Korzo...





# Break your boundaries with fair's regionality

Do you want to present your company in the region?

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



# Contact

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