



# REGIONAL JOB FAIR

24 – 31 October 2023



# Why participate?



More than **520.000 visits** and **4.000.000 fair view**.\*



Over **40.000 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: 82% visitors of all ages visits the Fair via mobile phone.\*



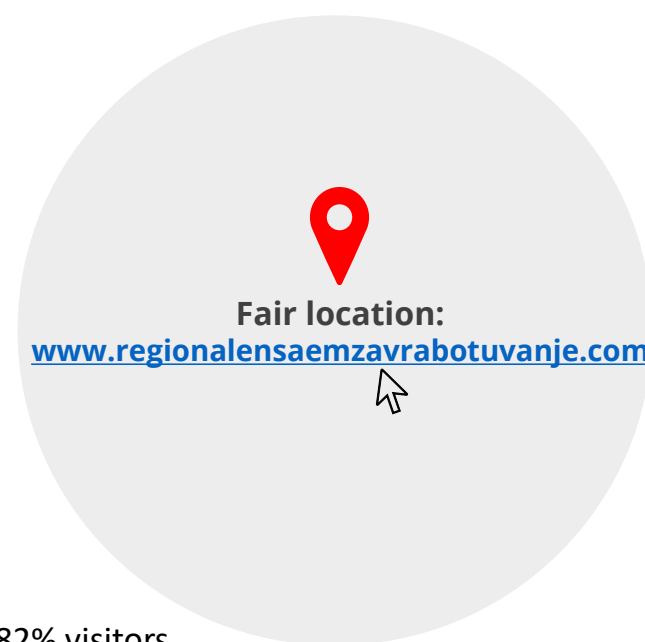
Employer Branding - reach to over **1,000,000 users** / potential candidates - booth at the Fair, advertisements and marketing campaigns in **Macedonia, Croatia, Bosnia and Herzegovina, Serbia and Slovenia**.



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 (Macedonia, Croatia, Bosnia and Herzegovina, Serbia and Slovenia).



\*Source: Regional Job Fair 2022

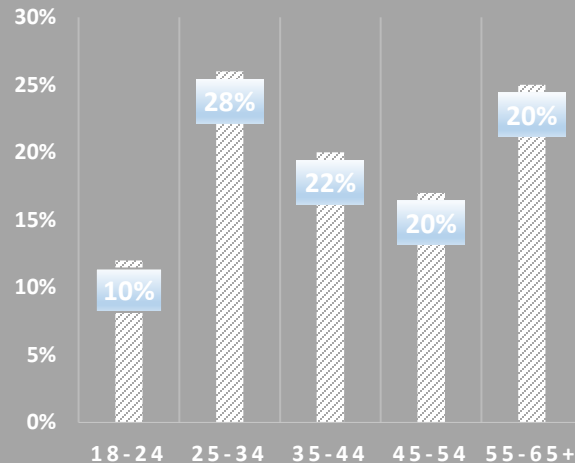


# Online fair advantages

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

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

VISITORS STRUCTURE BY AGE\*



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

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>



Video & Gallery

**Why Us?**  
(Employee experiences;  
Conveniences & Benefits)

**Company  
Profile**

Job Offers

Chat



# Options for exhibitors

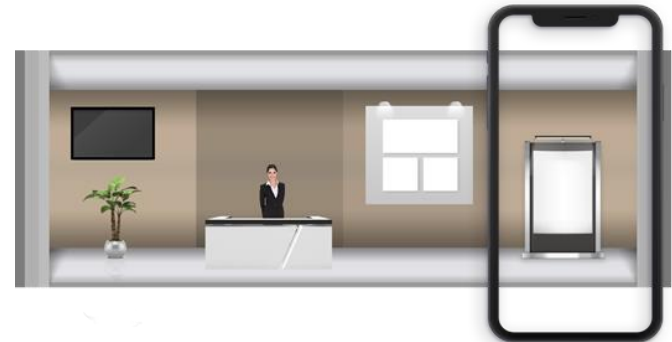
BRANDED Booth  
1.490€

- **20 exclusive job ads** on vработување.com.mk
- Interactive stand including **all 5 elements**  
Company profile, Gallery and Video presentation,  
Job ads offer, Chat and About us section +  
**custom-made background image**
- **ADVANCED MARKETING CAMPAIGN + PR ARTICLE**



EXCLUSIVE Booth  
990€

- **10 exclusive job ads** on vработување.com.mk
- Interactive stand including **4 elements** a choice  
between Company profile, Gallery and Video  
presentation, Job ads offer, Chat and About us  
section
- **ADVANCED MARKETING CAMPAIGN**



PREMIUM Booth  
675€

- **5 exclusive job ads** on  
vработување.com.mk
- Interactive stand including **3 elements** a  
choice between Company profile, Gallery,  
Job ads offer, Chat and About us section
- **BASIC MARKETING CAMPAIGN**



\* VAT is not included



# Booth specification

Comparative display of functionality	Branded	Exclusive	Premium
Price	1.490€*	990€*	675€*
Number of job ads posted on Vrabotuvanje.com – (exclusive job ads)	20	10	5
Number of elements: (A choice between Company profile, Gallery, Job ads offer, Chat and About Us section)	5	4	3
Marketing campaign	Advanced marketing campaign + PR article	Advanced	Basic

\* VAT is not included



# Marketing Campaign

Campaign components	Branded	Exclusive	Premium
Posting the exclusive job ads on the top position of vrabotuvanje.com.mk	+	+	+
Promotion of the group PR campaign on vrabotuvanje.com.mk	+	+	+
Group promotion in the newsletter of vrabotuvanje.com.mk	+	+	+
Group promotion on Facebook	+	+	+
Post on Facebook page of vrabotuvanje.com.mk (195.000+ followers)	+	+	+
Facebook promotion (195.000+ followers)	+	+	-
Post on LinkedIn page of vrabotuvanje.com.mk (37.500+ followers)	+	+	-
Instagram post with company logo and announcement of participation (10.000+ followers)	+	+	+
PR article about the company on Vrabotuvanje.com.mk and in the "Events" section	+	+	-
Banner advertising on vrabotuvanje.com.mk	+	+	-
PR article – testimonial Interview + Facebook campaign	+	-	-



# An additional option – have booths in several countries

Do you want to present your company in the region?

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