



REGIONAL JOB FAIR

15. – 22. October
2024.

 **MojPosao.ba**

Why participate?



More than **44.000** unique visits, **500.000** page views.*



Over **1.300** applications received.*



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



Direct communication with candidates and fast recruitment of candidates via chat: **93% visitors** of all ages visits the Fair via mobile phone.*



Employer Branding - reach to over **5.000,000** users / **potential candidates** - booth at the Fair, advertisements and marketing campaigns in Bosnia and Herzegovina, Croatia, Serbia, Macedonia and Slovenia.



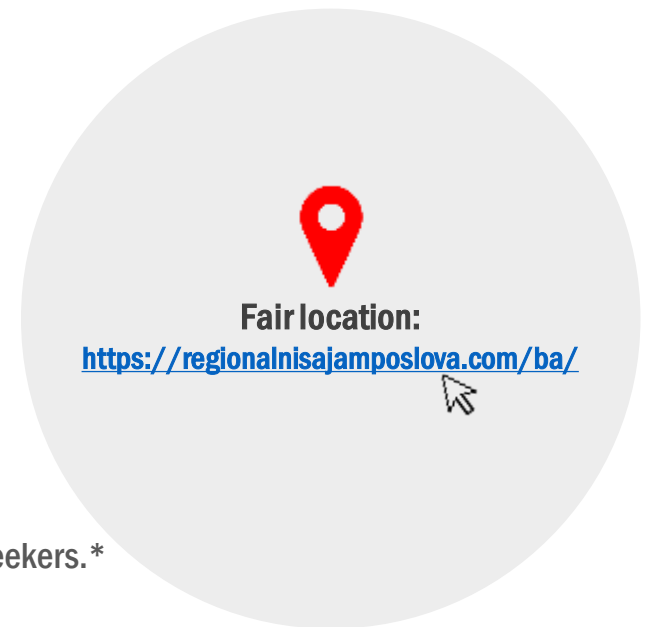
The Fair is live **24 hours a day for 8 days** and is available on all devices (mobile/desktop).



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



*Source: Regional Job Fair 2023.

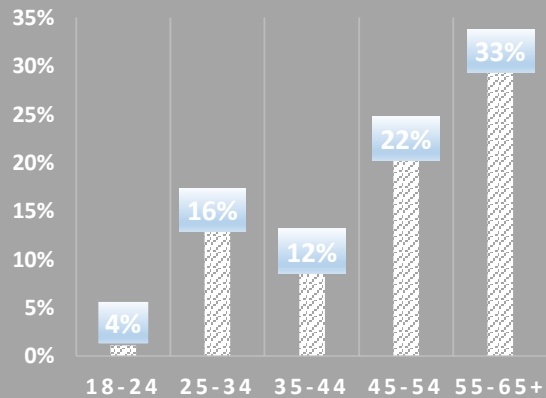


Online fair advantages

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.

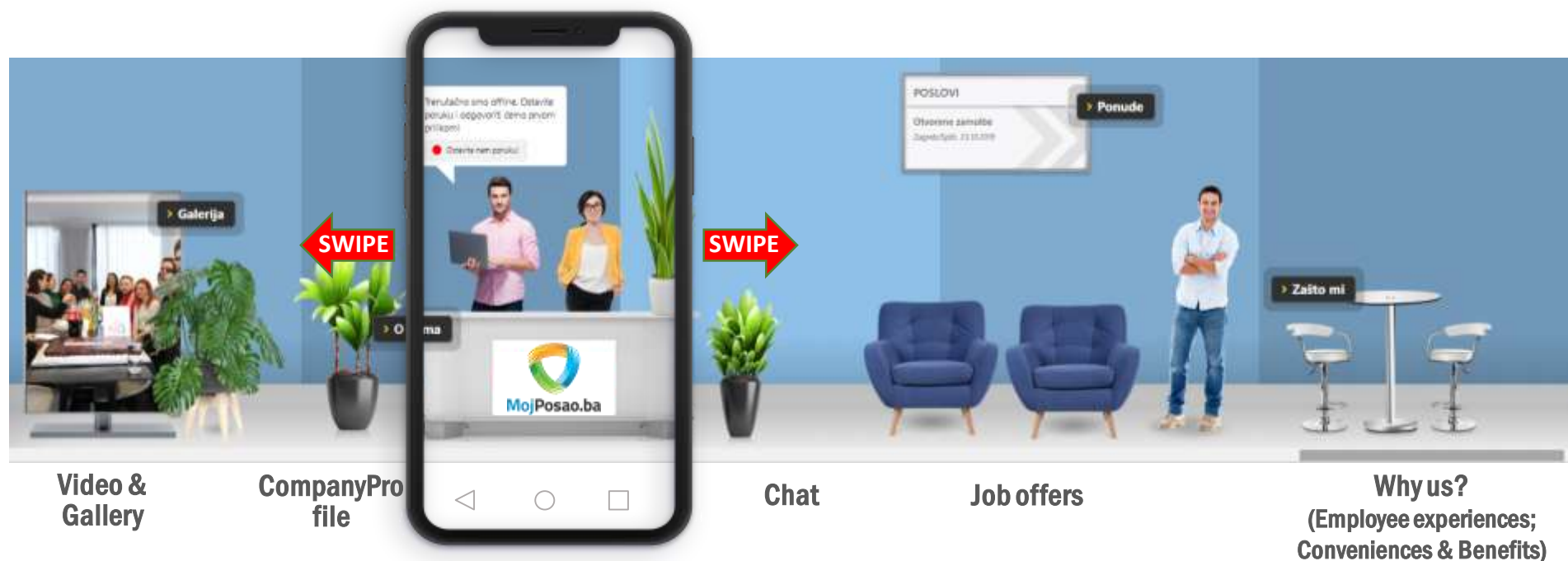
Technical info

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

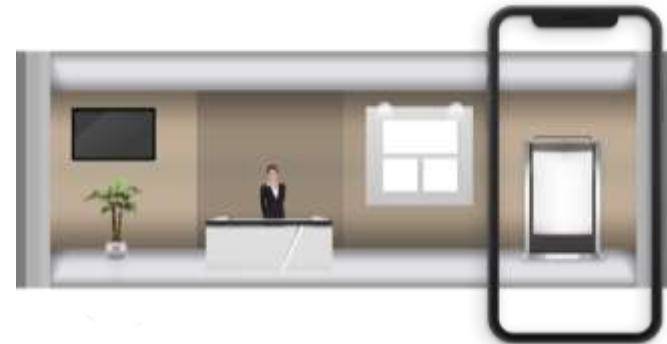
PREMIUM + booth
2.045 € *

- 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 (> 180,000 fans)	+	+	+
Individual personalized Facebook post on the MojPosao.ba page (> 180,000 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) (> 24,000 followers)	+	+	+
Individual personalized LinkedIn post on the Kolektiv page (MojPosao.ba) (> 24,000 followers)	+	+	-
Instagram post and story on the MojPosao.ba page (>17,000 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 - 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

 **VRABOTUVANJE.COM**

MojPosao:

**Poslovi
infostud.**


Deloglasnik

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