

Állásbörze

Scheduled dates:

HVG Job fair Spring: 17-19 April 2024

HVG Job Fair Autumn: 09-11 October 2024

I would like to join



Agenda

1. Introducing the biggest Job fair in Hungary

2. 2024 innovations worth joining

3. Stand presence

4. Media presence, collabs

5. Target audience, 2023 main figures

6. Main exhibitors in 2023

About HVG Job Fair



The largest recruitment event of Hungary

The HVG Job Fair has been held 33 times since the autumn of 2007. From 2022 we combined the benefits of personal and online recruitment.

The HVG Job Fair is visited by approximately 7-8 000 job seekers in person, with around 80 thousand people visiting the online event.

The visitors include the widest range of jobseekers: from career starters to experienced workers, from secondary school to university students, white collar and blue collar workers also. Our exhibitors include Hungary's leading companies in the pharmaceutical, economic sector, IT and automotive industries and others.



Services



CV consultancy



Graphic design consultancy

Coaching



CV photography & career advice



Fresh graduate advisory point



Beauty and makeup bus



Style consultancy



Wellbeing Island



2024 innovations



Renewed, modern, innovative

In 2024, we put the HVG Job Fair on a new platform. The focus is on **experience** and **efficiency**.

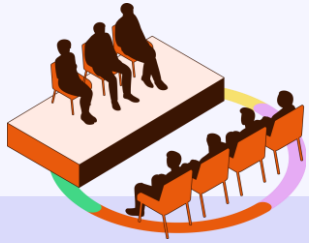
We are no longer just an event for job seekers, but a conference platform! Visitor and professional conferences will be held, so the event is now both an HR conference and a professional day.

The Job Fair is the place where you can find the employees you have been looking for **efficiently** and in a **targeted way**.

Expand your professional knowledge, recruit effectively and create an unforgettable experience for everyone who meets your company.

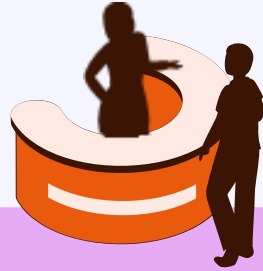


Renewed, modern, innovative



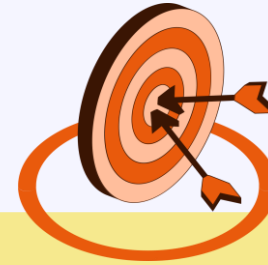
#HR Backstage conference

The HR Backstage event debuts at the HVG Job Fair. Get inspired and let's think together about the challenges of the sector and technological trends. Sign up for our secret mastermind sessions and let's discuss market challenges together!



#An Event full of youth

We have a number of university cooperations, so you can meet not only graduates but also students interested in internships. Grab some real talent before they graduate!



#Your target audience

We create hyper-targeted recruitment campaigns specifically targeted to your job offer! Let's find out together who you want to reach and we will do the rest!



#VIP exhibitor experience

A dedicated contact, VIP experiences in the backstage and easier administration than ever before. We try to take all the pressure off you so you can focus on what the Job Fair is all about: connections.

Exhibitor benefits



#Benefits of the physical event

You can conduct rapid job interviews efficiently on the event, speeding up your interview process.

On our new thematic stages, you can talk about your company's values and role in the market, in a presentation or roundtable discussion.



#Benefits of the online event

You can reach tens of thousands of potential jobseekers who are unable to visit the exhibition, including rural and home office workers.

During the “Long Tail” period candidates can still apply for jobs online within 10 days following the event.



#Additional exhibitor benefits

We provide presence in the communication of the event, which has a significant marketing value. The campaign takes place on HVG's media platforms reaching 1m+ people, social media portals and hundreds of other sites.

Stand presence



Stand presence on The HVG Job Fair

On-site stand types

The HVG Job Fair offers shell scheme stands and custom-made stands.

Online stand types

Our exhibitors are offered a customizable stand-alone online stand. Here you can access job offers, find basic company information, “digital freebies” offered by the company and receive CVs.



Standard



Extra



Premium

Package offers

Our exhibitors at The HVG Job Fair will be present at the event venue with a physical stand and on the website with a virtual stand.

Package offers refer to pre-planned stand sizes. If custom design is required, **we make a personalized offer.**

In addition to the standard equipment of the stand, you can get in touch with the contact person about additional accessories.



Package offers

Eligible packages

STANDARD PACKAGE

4-6 m²

physical stand
+ standard online
presence

EXTRA PACKAGE

8-9 m²

physical stand
+ extra online
presence

PREMIUM PACKAGE

12-16 m²

physical stand
+ premium online
presence

	STANDARD	EXTRA	PREMIUM
Exhibition physical area, with carpet and electricity (up to 2 kW / event) and electricity consumption (up to 0-2 kW / event)	✓	✓	✓
Built physical unit stand with brand logo	✓	✓	✓
Basic stand equipment on the physical stand	✓	✓	✓
Pass for the HR Backstage conference	✓	✓	✓
Live chat with visitors on the virtual stand	✓	✓	✓
Logo appearance on the virtual exhibition space	✓	✓	✓
Company function buttons, stand elements and logo on the virtual stand	✓	✓	✓
Jobline appearance for 2 weeks	10 advertisement	20 advertisement	100 advertisement
Exhibitors social media communication	✓	✓	✓
Access for Jobline CV database		only for 1 person for a week	for 3 people for 2 weeks
Webinar		1 pc	1 pc
Unique roll-up appearance on the virtual stand		✓	✓
Eligible virtual receptionist		3	8
Brand video (TV) on the virtual stand		✓	✓
Virtual stand poster			✓
Eligible furnitures on the virtual stand			✓
Virtual stage cover photo before presentations			✓

Media presence



Mediamix



PRINT

In the month before the event, its promotion will appear several times in the HVG weekly published in 45 000 copies per issue.



eDM

Active eDM communication to entire database of HVG Kiadó during the pre-registration campaign and the event.



PPC & SOCIAL MEDIA

Targeted campaign on Google, Facebook and Instagram reaching millions. Independent social media events and organic content, sweepstakes, quizzes, exhibitor and webinar promotion on The HVG Job Fair (44k likes) and HVG portfolio Facebook pages (700k+ likes).



BANNER CAMPAIGN

Bannermix for the entire mobile and desktop portfolio of hvg.hu, eduline, Adózóna and Jobline.hu pages, on special HR portals and the online interfaces of our media partners.



TV, RADIO, CINEMA, PODCAST, PR CAMPAIGN

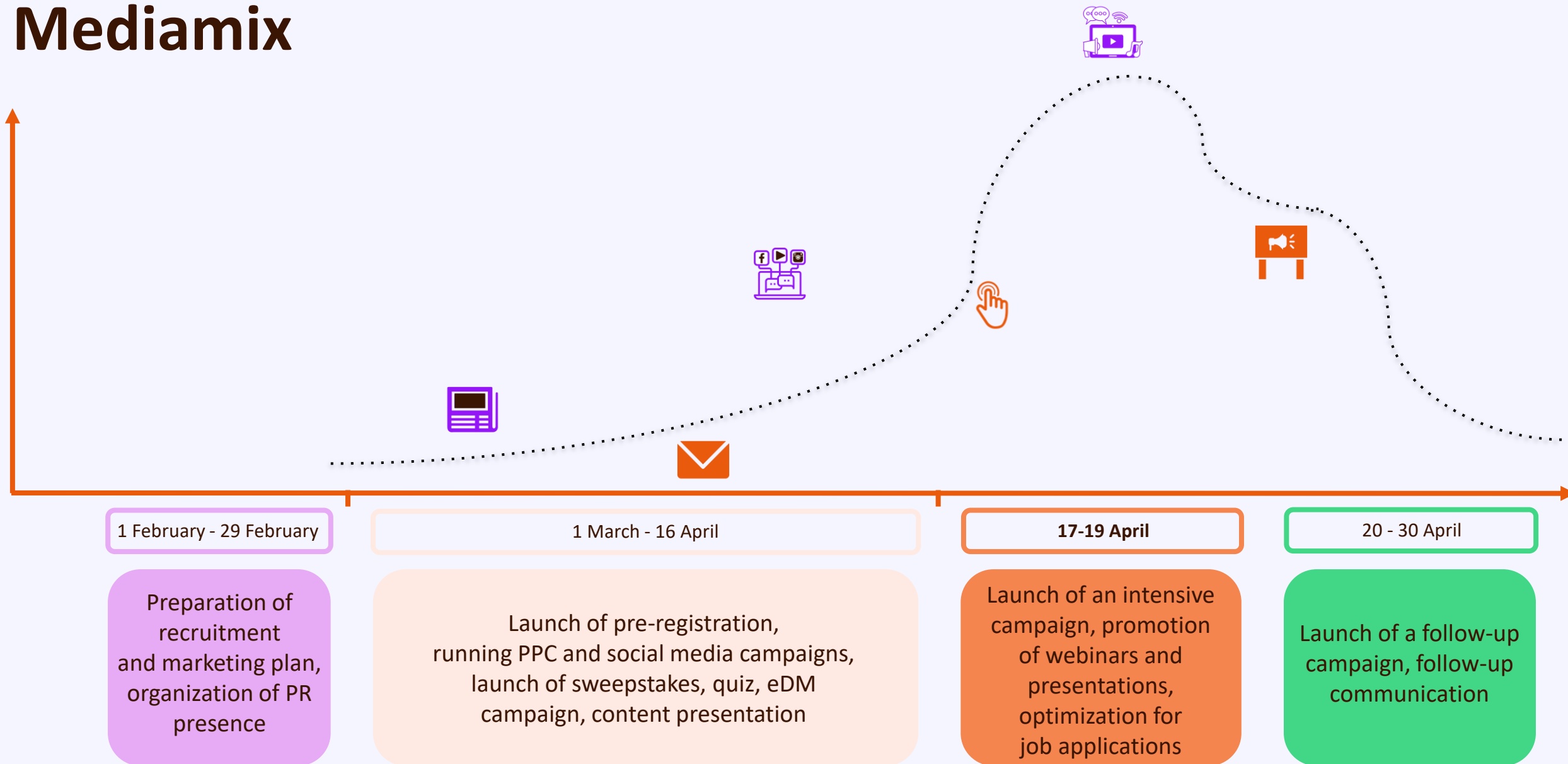
TV presence on RTL (RTL, Film+) and AMC (AMC, Sport1, Spektrum), Cinema City appearance, Radiocafé radio campaign, EPER university podcast.



OOH CAMPAIGN

Citylight, billboard, floor sticker, LED wall appearance before the event.

Mediamix



Collaborations

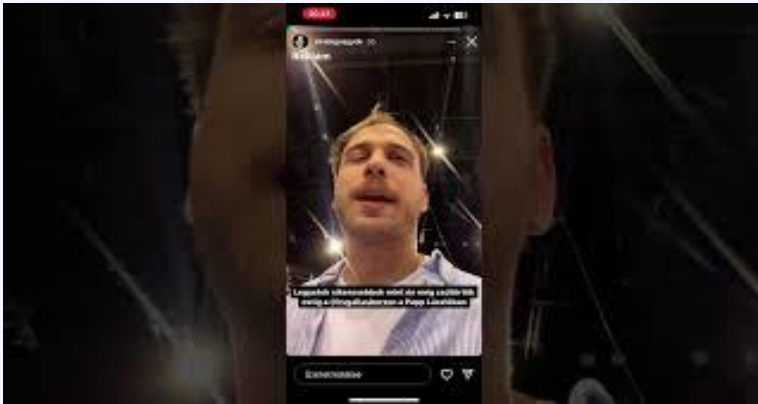


Content collaboration

Barnabás Turai
owner of @síkidegvagyok instagram page (82,5 E)



Eszter Fancsikai and Judit Bányai
owners of @nemakarokbeleszolni
instagram page (179 E)



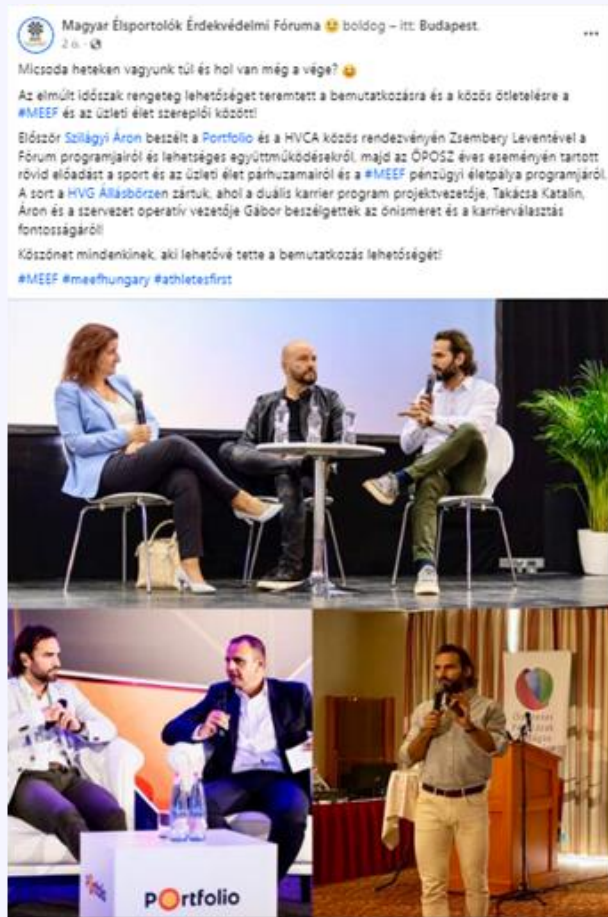
PODCASTOK
hvg

HVG Podcasts
Spot and content
promotion in HVG
podcasts
(100 000 podcast
listeners per month)



András Baráth
Gerilla Mentor Club (79 E)

Szabina Tomán
Businesswoman, owner of Tomán Diet

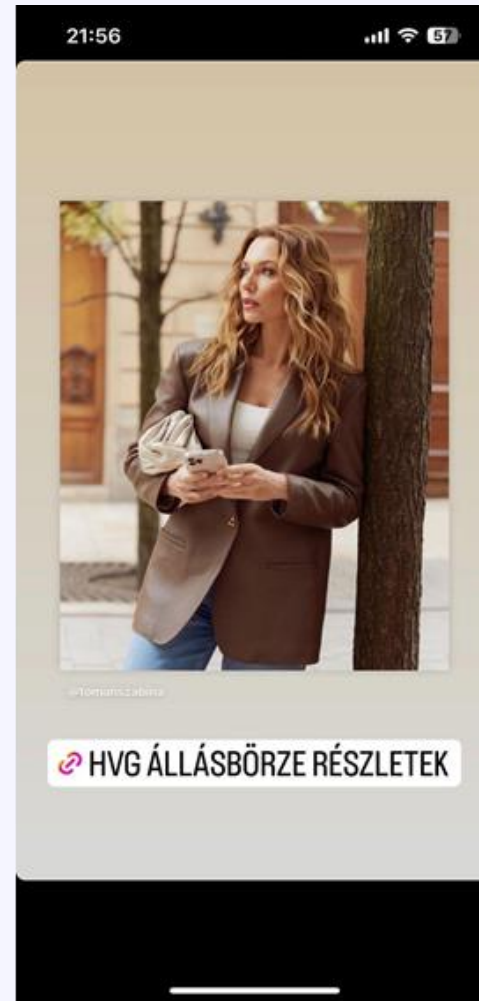
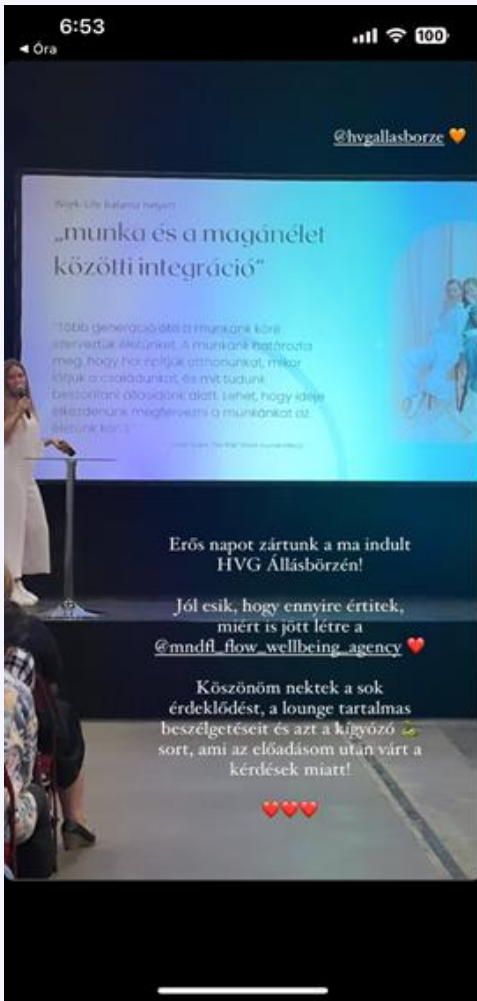


Munkatársas
Lia Pokorny, Anita Ábel, Antal Cserna,
Dorka Göncz, Zsolt Varga

#MEEF
Áron Szilágyi olympian, Gábor Körösparti

Réka Ibolya Tóth
MFLOW (11,7E)





Target audience, 2023 main figures



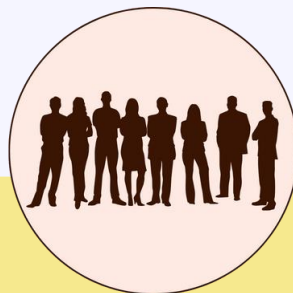
Primary target group



Already graduates or recent graduates, students in higher education



Active jobseekers with good language skills, workers open to changing jobs



Nationwide active jobseekers, people open to job changes



Mainly experienced workers



Highly qualified visitors with relevant, secondary, technical or blue-collar qualifications

Secondary target group:

#Career changers, #Women returning to work after childbirth, #Young career starters, #Tech and finance enthusiasts

Main exhibitors in 2023





I would like to join



**Hope to see you in
2024**

Scheduled dates:

HVG Job fair Spring: 17-19 April 2024

HVG Job Fair Autumn: 09-11 October 2024