

# medical.job fairs

**Careers in  
White**  
INTERNATIONAL

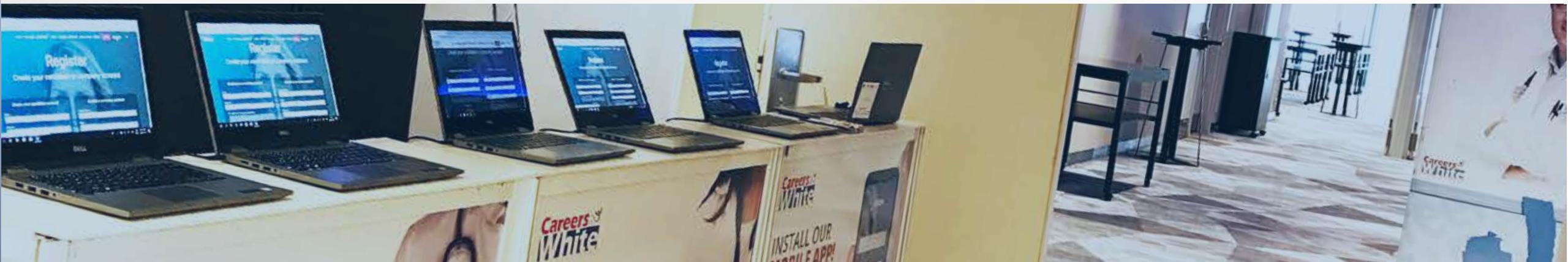
autumn 2019



# about.us

If hiring qualified **medical professionals** is a priority for you right now and if you are looking for solutions to solve staff shortage, you don't have to worry about promoting and filling your vacancies as much.

Get access to a diverse pool of candidates specific in the medical field by participating in our upcoming **medical recruitment job fairs**.



# why.participate



## Meet Right Candidates at the Lowest Cost

Spending only a fraction of an average salary for participation, you gain access to hundreds of trained people that are anxious to be impressed by your offer!



## Marketing and Promotion

Become one of the top recruiters or service provider in the branch and gain lots of extra visibility with us through our online and offline promotions.



## Productivity

Fast track the hiring process and be more productive by meeting a large pool of applicants face to face.

# participation.benefits

## FIND MEDICAL CANDIDATES

Find suited medical personnel looking for new opportunities in their career through our events dedicated to healthcare career development.

Meet talented, skilled and experienced candidates who are seeking for the best employers who would bring added value to their career.

## CUSTOMED ADVERTISING

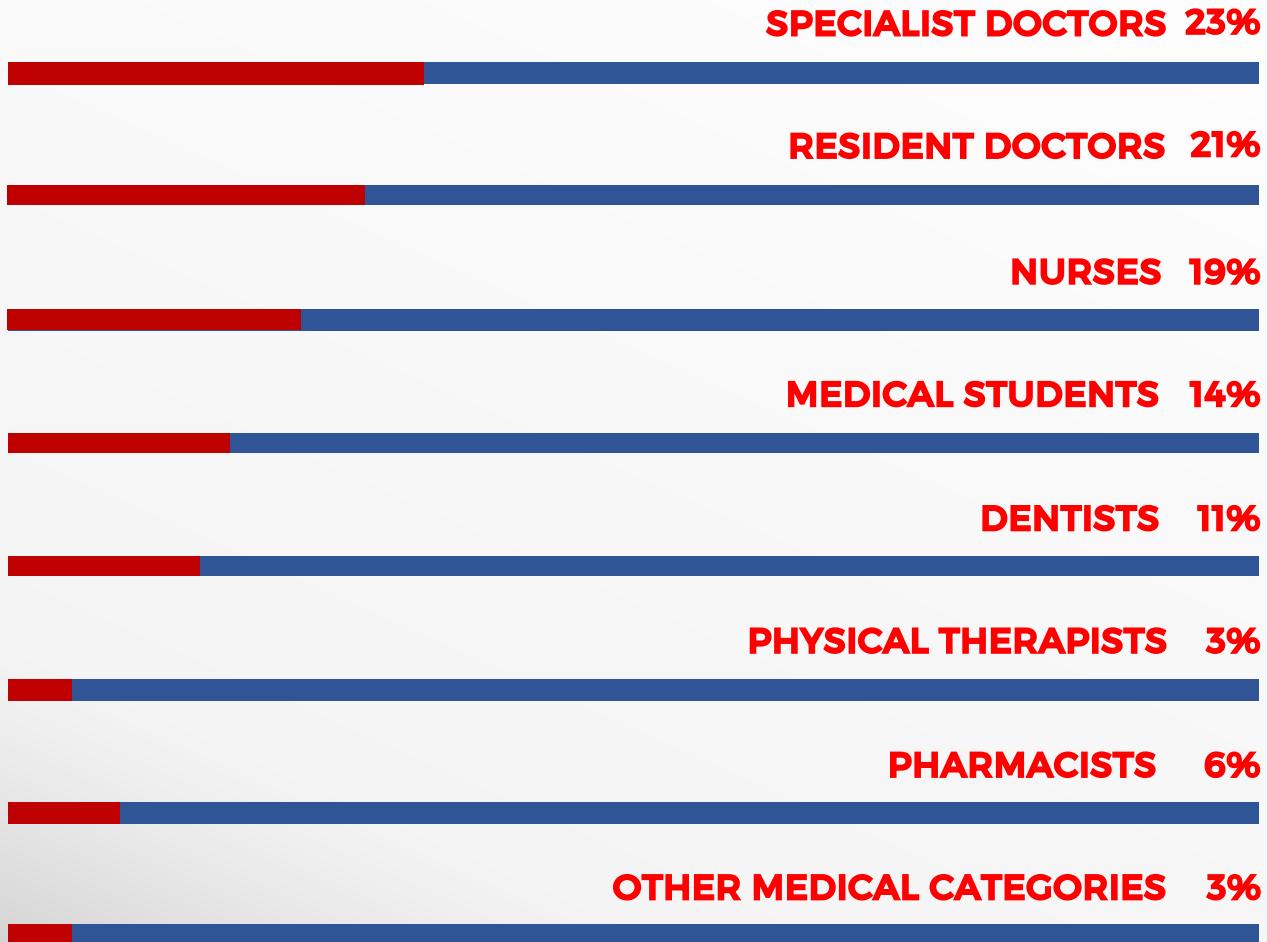
We've perfected our services and succeeded in finding a way to create custom advertising and provide the exhibitors the candidates that match their criteria.

This year alone, 17.892 candidates were interviewed by 65 recruitment agencies attending our events.

## BEST BRANDING

We are well-recognized for our collaborative approach and the friendly environment we're creating at the events, and as a outcome, with each new edition, we are attracting more and more new visitors alongside new employers.

# visitors.profile



## recommendations.

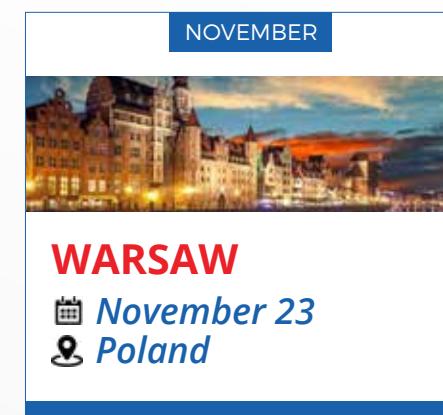
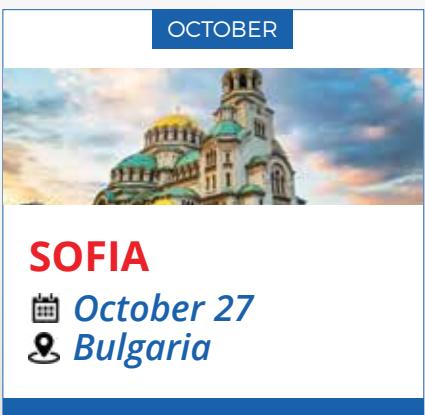
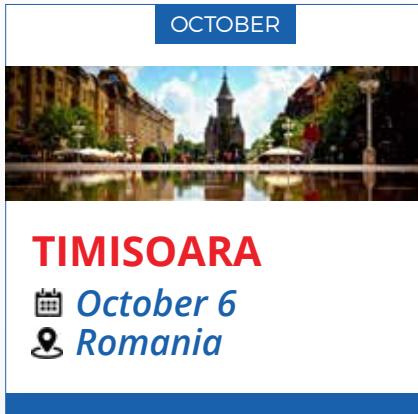
*Careers in White has proved to be the ideal partner as regards international health-care recruitment. With professionalism and good mood the team achieves a pleasant atmosphere for all the participants of their fairs, which are always held in elegant hotels. We have already booked all the fairs in our country for this year and would definitely recommend Careers in White to any company desiring to multiply its success.*

- Xenia Pasternak  
GRecruitment

*It was a pleasure working with "Careers in White. Certa GMBH is constantly on the look out for qualified candidates working in the medical field, which are looking for a challenge in a new country. We at Certa GMBH were impressed with the organisation of the exhibition, the quality of visitors and the way we were able to present our business to new potential clients. We look forward to work with you again in the future.*

- Sven Karbownik  
Certa Medical GMBH

# calendar.autumn 2019



# registration.package

**PRICE per fair: 500 €** (VAT not included)

## 4 SQM Space

Included:

- > Online and offline advertisements
- > Booth - open space with table, chairs
- > Logistic services: electricity, internet access

\* other services available upon requests

## EXTRA OPTIONAL FEATURES:

- + €200 for participation in Bucharest
- + €100/day 2sqm additional booth space (max. of 8 sqm)
- + €75/event distribution of leaflets or other materials during the events
- + €250/1000 pcs. printing of flyers
- + €150/500 printing of Roll-up / Pop-up banner
- + €75/event local representative for your booth
- + €20/event transport services for your marketing materials
- + €100/month premium advertisement on our website
- + €100/fair sponsored advertisement in our social media channels
- + €100 for 200 EUR worth of credits in our website for online services

# all inclusive.package

**Participation in all locations:**

**6 SQM Space**

- > Access to more than 5000 live candidates
- > Personalized online campaign on social media
- > Online and offline advertisements
- > Job ads in newsletters (1)
- > Online profiles to unlock in our job portal website (10)
- > Send messages to candidates in our job portal website (20)
- > Job credit in our job portal website (10)
- > Booth - open space with table, chairs
- > Logistic services: electricity, internet access

**6.000 €** 40% discount of the regular package

- + free premium advertisement on our website (10 days)
- + free distribution of leaflets or other materials during the events
- + free printing of roll up / Pop-up banner
- + free local representative for your booth in locations you require

# online.virtual fair

- > Unlimited job posting and refreshing to the top of the listings
- > 3 weeks of intensive promotions for your job vacancies and your company
- > A dedicated online booth for your company with your logo in our platform (customisable design)
- > Get 80% more visits and applications than regular job postings on the website
- > Your job vacancies would be promoted across Europe to a targeted audience and all you have to do is receive applications



# med.talks

## Conferences & Presentations

During the job fairs, Careers in White is organising MedTalks - dedicated medical conferences where candidates receive information regarding future trends in healthcare, current available therapeutic approaches and many more.

We give participating companies the opportunity to **sponsor** these events and present them selves to the target audience in various forms: short 15 minutes presentation before the conference, banner placement, distribution of flyers, online advertisement.

Prices starts from 300 EUR per conference.

*Upon request, Careers in White Team will organize and promote a separate conference or presentation that your company wishes to have, bringing your target audience directly in front of you. Individualised offer is to be made based on your target group and desired format of the presentation.*



# marketing.strategy

Working in a very specific niche (healthcare recruitment), mass promotion methods are not very effective.

We use targeted promotion campaigns such as:

- > **online advertisement:** social media, search engines
- > **Email and SMS advertisement:** 70.000 healthcare personnel have trusted their professional data with us and agreed on receiving emails and text messages from us
- > **paid and online barter promotion:** dedicated articles on our media partners' websites
- > **offline promotion:** outdoor banners, flyers, posters, stickers.

> **TV and Radio coverage:** we attend TV shows , we offer interviews with regards to the events and the recruitment trends

> **trade events and medical conferences exposure:** we advertise our events by attending, sponsoring or spreading materials in medical related conferences and events.

We also rely a lot on our **local promoters** in each city, their network and the word of mouth, is a very efficient method of promotion for us.



# contact.us

WE ARE LOOKING FORWARD TO HEARING  
FROM YOU AND START *GROWING TOGETHER!*



[WWW.CAREERSINWHITE.COM](http://WWW.CAREERSINWHITE.COM)



[OFFICE@CAREERSINWHITE.COM](mailto:OFFICE@CAREERSINWHITE.COM)



+ 40 371 382 348

