



Bayt.com presents: Virtual Job Fair, KSA

Saudi's best employers are participating! *Are you?*

Date: 23rd – 25th April, 2018

Event URL: vjfksa.bayt.com



VFAIRS

What is a Virtual Job Fair?

An virtual job fair is an online event that connects you with skilled professionals and job seekers in an online environment.



- Set-up a custom, online stand to reflect your employer brand.
- Upload information about your company and display job opportunities.
- Receive online applications.
- Search the broader database of talented professionals.
- Instantly filter and shortlist candidates.
- Interview candidates through live text, audio or video chat.
- Participate and engage from the comfort of your office.
- Get a detailed participation report tracking ROI.

What is an online booth?



An online booth is your very own, custom stand in the event. Use your booth to:

- Showcase your work environment and company culture.
- Link to your website or social media pages.
- Display current or upcoming job opportunities with detailed descriptions.
- Upload, videos, documents, presentations to reflect your employer brand.
- Receive digital, relevant applications in a structured way.
- Chat with interested candidates in your company chat room.
- Measure performance with detailed statistics on your booth, e.g. visits, applications etc.

Maximize engagement and ROI

Traditional on-site job fairs can be time-consuming, costly and offer suboptimal engagement at best. Participate in Bayt.com's Online Job Fair to experience proven engagement & results.



Traditional (on-site) Event

- Expensive participation
- Travel and logistics expenses
- Time consuming and inefficient
- City specific - requiring commute
- Paper CVs and applications
- Limited reach, limited visitors
- No accurate measure of ROI



Online Event

- Cost-effective participation
- No travel or commute required
- Convenient participation from your office
- No geographic limitations
- Digital applications that can be filtered
- Access to KSA's best pool of candidates
- Detailed report on participation performance. Accurate measure of ROI.

Previous Event Stats & Participants



20,000+

Skilled professionals registered for the event



40+

Top employers exhibiting their opportunities



8,000+

Visits & views per booth on average

Previous Participants: The Emirates Group, Siemens, Schneider Electric, Leo Burnett Emirates, Karam Group, Kamal Osman Jamjoom, DEPA United Group, Manpower, Palm Utilities, and Impaqta Management, Alshaya, Alghanim Industries, NBK, Kout Food Group, Al Safat American Hospital, S.O.S Recruitment Consultants, Gulf Bank, Wataniya, Al Rai, Al Sayer, Tsunami, Tawasul Telecom, One Way, Kuwait A+ Company, Aqar International (Gloria Jean's), D&H, Mirage Suits, Orange, Arab Bank, Maktoob Group, Pepsi Jordan, Extensya, Emirates, Jeeran, Intracom, Union Bank, Ministry of Labor, ICTN, Al Nisr Al Arabi, TOTAL, Precise Business Consulting, Talal Abu Ghazaleh, Nabil Company, Abu Shakra, 4PS, Esense Software Solutions, Injaz, Victaulic, Edata, Rawabi Holding, BTC Networks, Mobily, Saudi BinLadin Group, PetroRabigh Co. Alamia Institute, Emirates Airline, Ez AlSahra, OKAZ, GACA, Al Sawani Group, MaerksLine, Samaco, TSS, JIDA, Betco, Savola Foods, Qatar Foundation, Tasweeq, Al Fardan, Al Hugayet, Etisalat, MGC, Pan Gulf Holding, The Peninsula, Al Sharq, Veolia Water, Yellow Pages, CNBC Arabiya, Esense, Galadari Brothers, MSI, MENA iTech, Olympic Group, Orascom Construction, Qatar Holding, RASGAS, Saif Al Ghurair, Souks Consulting, Zamil Holding Company.



Benefit from early-bird marketing

Book your online booth early to:

- Grab the chance to sponsor the event for **maximum exposure** as an employer of choice.
- **Publish your logo and name in all marketing messages and channels.**
- **Book a prominent stand in the event.** Booths handed out on a **first-come-first-serve basis.**

Enjoy **25% discount** on sign up
before **31st March 2018!**



Client Testimonials



During the virtual fair we have had more than 26,000 visits to our booth. We are delighted at the resounding responses we have received from Virtual Career Fair. ”

**MR. RICK HELLIWELL , VICE PRESIDENT - RECRUITMENT
EMIRATES GROUP**

Most important thing is that one can actually participate in the job fair from the comfort and of his home or office; which saves time, effort and money. ”

**LAMA MAZAHREH , STAFFIC AND OMD SUPERVISOR,
PEPSICO**



PEPSICO



"We are delighted at the resounding responses we have received from the Virtual Career Fair, during the 5 days we have had more than 26,000 visits to our booth, and over 9,000 unique career seekers were exposed to our brand and job opportunities. The virtual job fair has categorically reinforced the effective use of online as a preferred and convenient medium to reach out to potential prospecting candidates. We are pleased with the results thus far, particularly as this is the first time; we are promoting Emirates Group careers using an online job fair"

Mr. Rick Helliwell, Vice President – Recruitment, Emirates Group



"The Virtual Job Fair is such a splendid idea; it presents countless benefits to both job seekers & employers. The thing that is the most important is that one can actually get to participate to the job fair from the comfort and confidentiality of his home or office, which saves time, effort & money. I believe this job fair is absolutely cost effective. It is indeed wonderful that Bayt.com were the first to implement such a creative and much needed initiative"

Lama Mazahreh, Staffing& OMD Supervisor, Pepsico, Jordan



Client Testimonials



Integrated Marketing Communications

"It is my honor to participate in what I believe has helped us build the cornerstone of our company in the Jordanian market. Thank you Bayt.com for providing 4p's with a fifth p which is "partnership. "We value your efforts in helping us build our nest, under the skies of the ever-giving Jordan."

Hadi El Farra, General Manager, 4p's Integrated Marketing Communications



"This is the first time that we take part in a virtual job fair and it certainly won't be the last after the excellent response that we have received in terms of prospective candidates. It demonstrates how far the internet has come as a practical tool, and highlights Bayt.com's sophistication in channeling this to benefit job seekers and employers alike."

Khalidah Al Khazaaleh, Group Human Resources and Administration Director, Maktoob Group

Event Marketing

Event Marketing Plan: Online Marketing



Banners on Bayt.com

Multiple event banners on high-traffic pages on Bayt.com seen by 4 million plus visitors per day.



E-mail Marketing

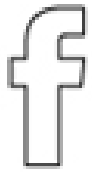
Email shot to a targeted list of job seekers to attract top talent to the event.



Viral Marketing

Social media channels (including blogs) leveraged to promote to a targeted audience.

Bayt.com Social Media Statistics



1,437,056

Followers

Updates on Facebook
seen daily by 1 million
plus followers



141,803

Followers

Daily tweets promoting event
sponsor, event schedule and
featured jobs



240,681

Followers

Updates on LinkedIn
seen daily by 240K plus
followers

Event Marketing Plan: Online Marketing



Banners

Banners on high-traffic
3rd party websites.



Search Engine Marketing

Google AdWords (keywords)
and SEO/SEM campaigns



Universities

Email marketing to top
universities across the KSA

Event Marketing Plan: Offline Marketing



Newspapers

Ads in newspapers that are Bayt.com media partners.



Magazines

Ads in magazines that are Bayt.com media partners.



Press Release

Press release before and after event

Bayt.com Media Partners



Virtual Event Tour

Virtual Job Fair: **Event Homepage**



Company representatives from **Saudi Arabia Best Organizations** will be available online to conduct spot interviews.
April 23rd-25th, 2018

Exhibitors

30+

Recruiters

100+

Vacancies

1,000+

Tips & Resources

20+

Live Webinars

2

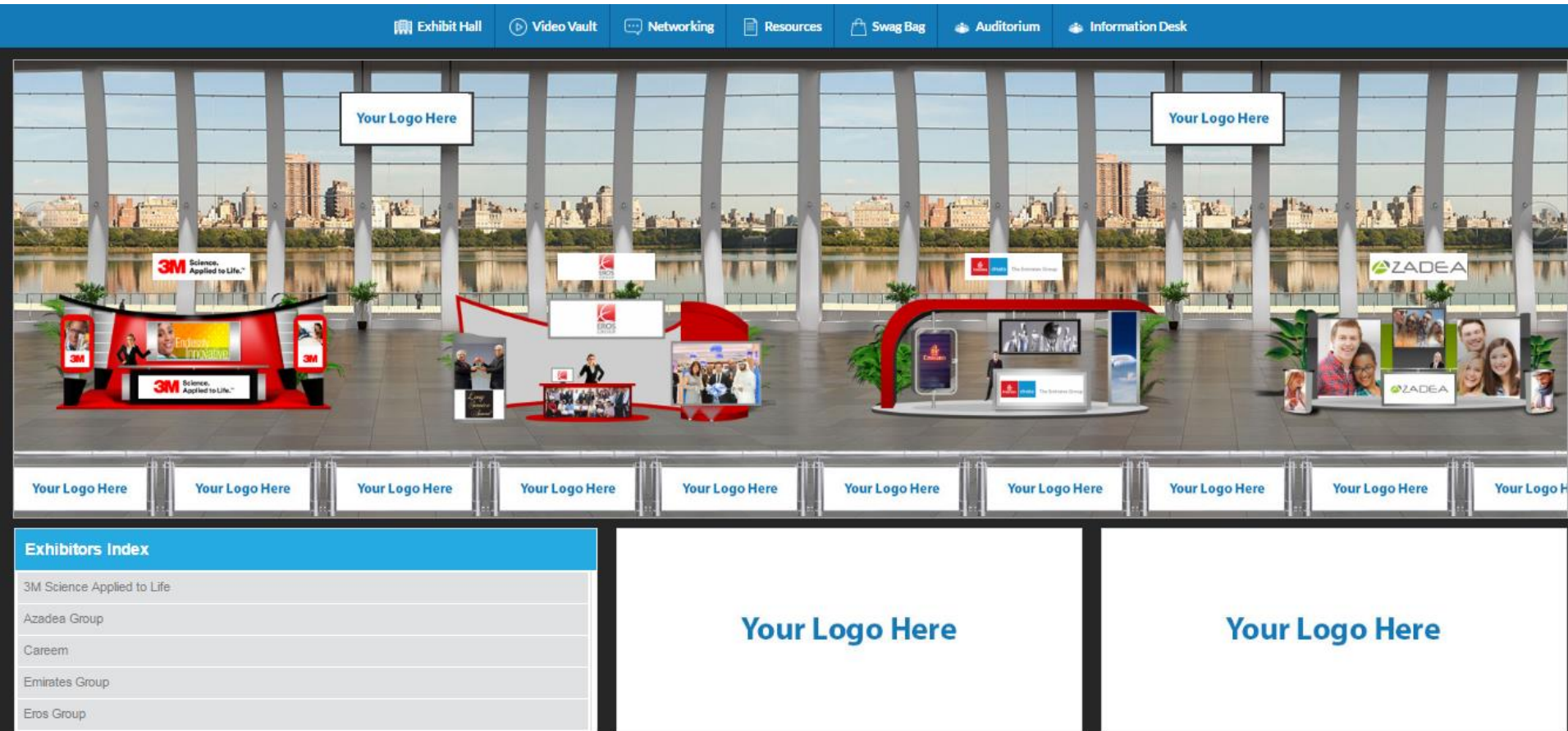
As a participating employer, your logo, jobs and website URL will be showcased to thousands of prospective candidates. **Event sponsors will have more prominence than regular exhibitors.**

Virtual Job Fair: Lobby



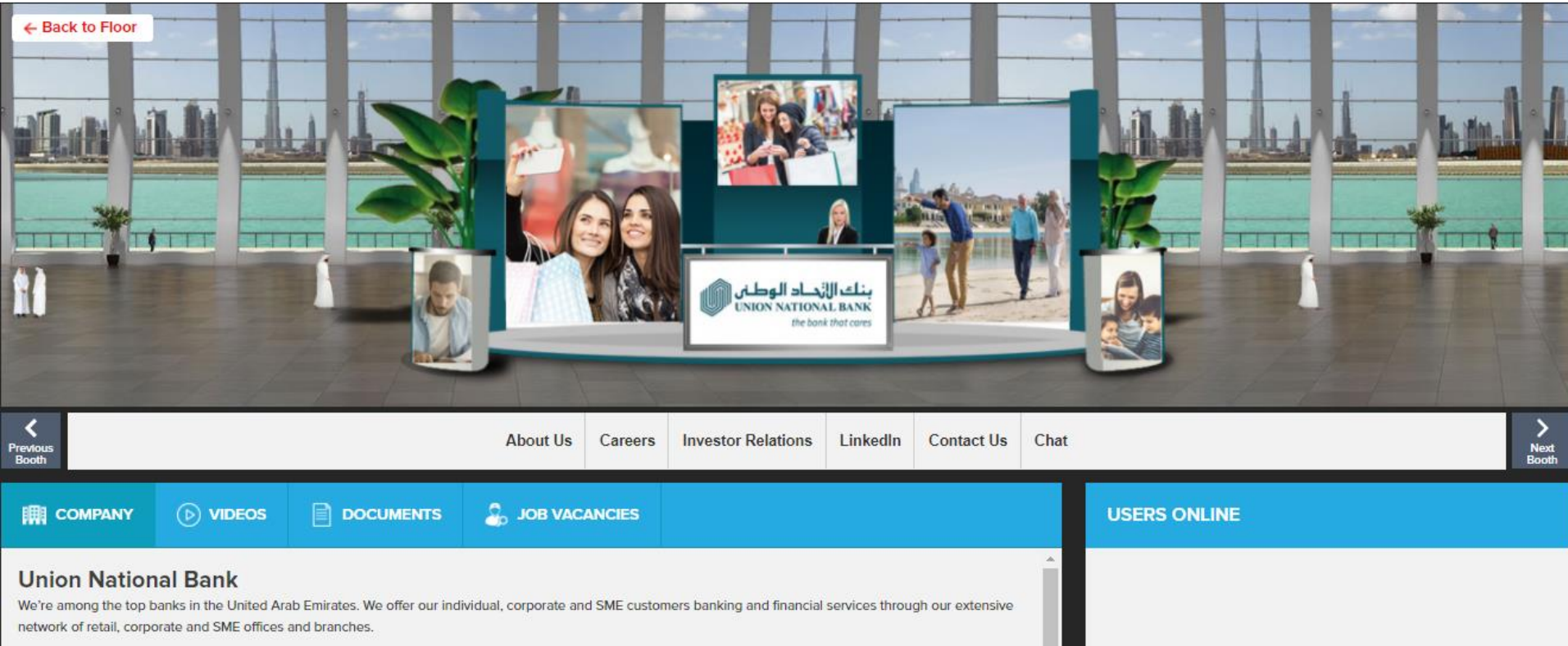
A welcome lobby to start the virtual event journey. Limited spaces to showcase your company logo, welcome video or banner.

Virtual Job Fair: Exhibition Hall



Your **custom online stand** will be displayed in the exhibition hall along with stands for other participating employers. **Sign up early to book a prominent stand with a selection of booth templates.** Attract more traffic to your online booth – book limited banner spaces.

Virtual Job Fair: Employer Booth



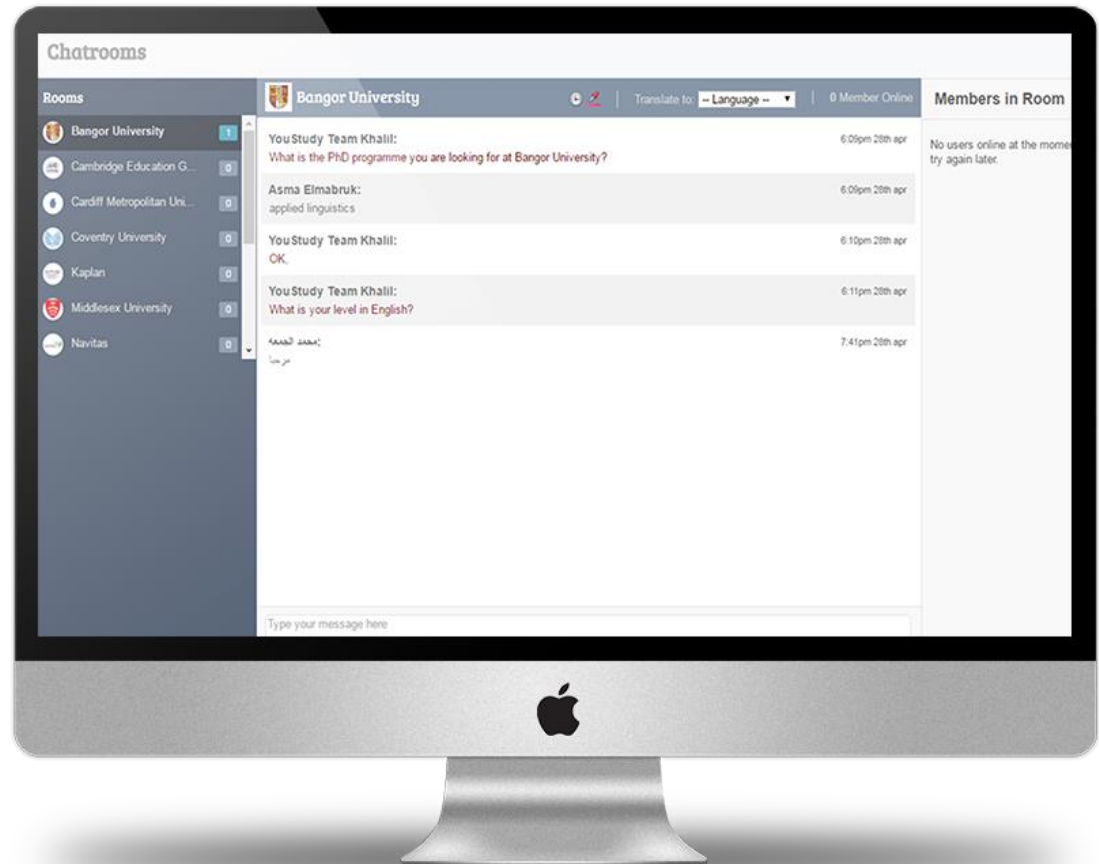
Your online stand will allow you to showcase company profile, promotional videos, documents and job vacancy information. Your booth comes with a dedicated chat room to enable real-time text, audio and video interaction with prospective candidates.

Use the chat capability to qualify and interview candidates of interest.

Virtual Job Fair: Live Chat

The built-in chat feature enables your recruiters to interact with prospective job seekers **using text, audio and video chat** without queues or delays.

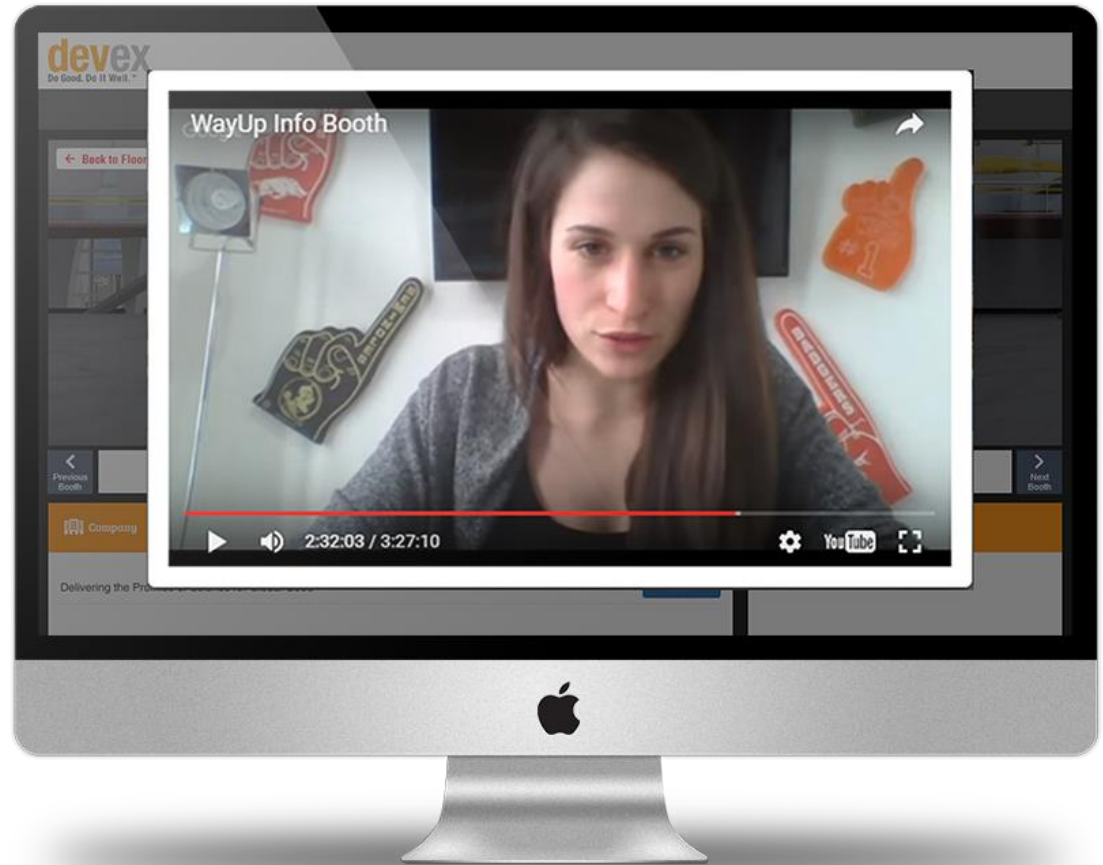
Chat transcripts can be downloaded and shared with you for reference.



Virtual Job Fair: Webinars & Presentations

Book a webinar session or presentation during the online event to stand out and attract more traffic to your employer booth. The webinar capability allows you to deliver live or prerecorded webinars or presentations to thousands of job seekers.

Following the presentation, job seekers can interact with you through live Q&A.

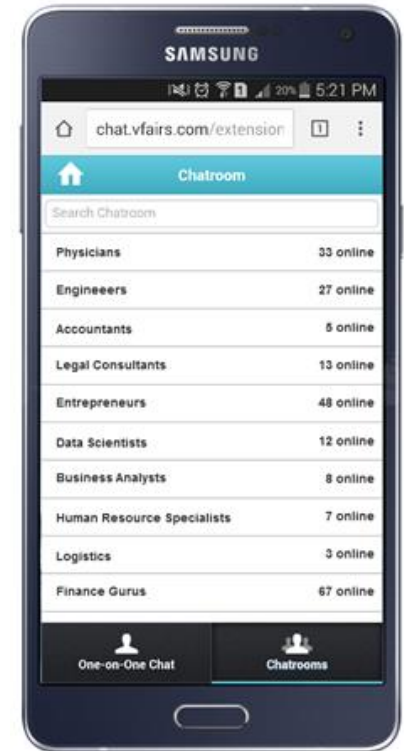


What's more?

Virtual Job Fair: Mobile Compatibility



The Virtual Job Fair is compatible across all devices, browsers and smart phones to allow you and prospective job seekers to access the event on-the-go.



Profession	Online Users
Physicians	33 online
Engineers	27 online
Accountants	5 online
Legal Consultants	13 online
Entrepreneurs	48 online
Data Scientists	12 online
Business Analysts	8 online
Human Resource Specialists	7 online
Logistics	3 online
Finance Gurus	67 online

Detailed Event Analytics

Virtual Job Fair: Detailed Reporting

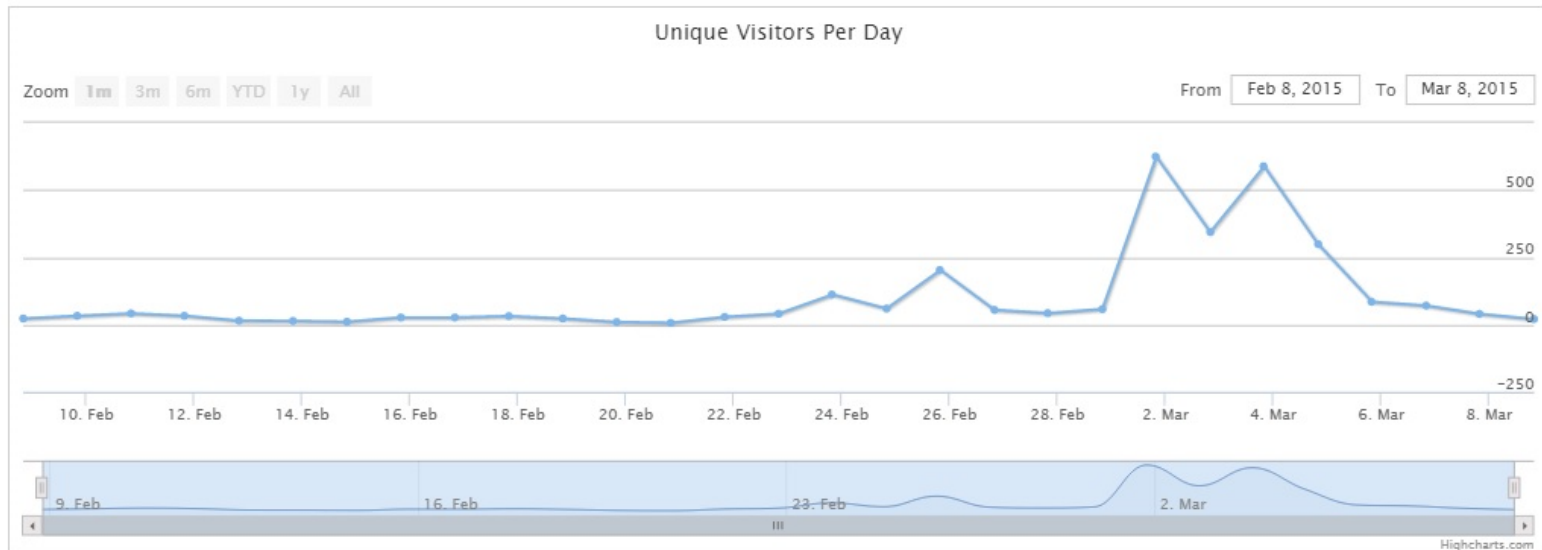


Visitor Stats

7,878
VISITS

2,970
UNIQUE VISITORS

76%
TURNOUT



A detailed **post-event report** tracking job seeker registrations, logins, booth visits, video views, document clicks and job applications will be shared with you to **help you measure ROI**.

Sponsorship Packages

Event sponsors enjoy a lot more visibility, prominence and exposure.



Event Sponsor

SAR 20,000

- Priority webinar / presentation slot
- Logo featured in all marketing collateral
- Prominent video in exhibition hall
- 1st booth in the event hall
- 30 job postings replicated on Bayt.com
- 5 featured jobs on the event homepage
- Access to CV search to filter registered candidates
- Unlimited videos, docs & booth reps
- Lead list of all booth visitors with registration information
- Custom booth report in a PDF format



Diamond Sponsor

SAR 15,000

- Webinar / presentation slot
- Logo featured in all marketing collateral
- Video slot in the exhibition hall
- 2nd booth in the event hall
- 15 job postings replicated on Bayt.com
- 3 featured jobs on the event homepage
- Access to CV search to filter registered candidates
- Unlimited videos, docs & booth reps
- Lead list of all booth visitors with registration information
- Custom booth report in a PDF format

Exhibitor Packages

Event sponsors enjoy a lot more visibility, prominence and exposure.



Platinum Package

SAR 7,500

- Booth on 1st Floor, first come first served basis.
- 12 job postings replicated on Bayt.com
- Logo showcased on event homepage
- 1 featured job on the event homepage
- Up to 10 videos, docs & booth reps
- Lead list of all booth visitors with registration information
- Booth statistics and information



Gold Package

SAR 5,000

- Booth on 2nd Floor, first come first served basis.
- 5 job postings replicated on Bayt.com
- Logo showcased on event homepage
- Up to 5 videos, docs & booth reps
- Lead list of all booth visitors with registration information
- Booth statistics and information



vFAIRS

Thank you

Sales and queries?

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 bayt.com