

Fill Courses, Find Workers and Graduates at WA's Biggest Careers Event

Perth SkillsWest

careers&EMPLOYMENT**expo** 2021

August 26 to 28, 2021

Perth Convention & Exhibition Centre

careersemploymentexpo.com.au

FREE
Visitor
Entry

kymjones
exhibitions

TERTIARY



TRAINING



EMPLOYMENT



About the Show

The SkillsWest Careers & Employment Expo is a leading careers, training, education and employment event, its the only expo that features both educators and employers. The Expo gives you the opportunity to meet thousands of students, job seekers and career changers, who are actively looking for information and advice on their future pathways.

Our mission is to connect organisations with thousands of people who are looking for guidance, clarity and opportunities in relation to their future career options.

Why Exhibit

The Expo is the perfect platform for organisations seeking to attract and recruit quality staff, to promote their employer brand and to educate and influence the state's future and current workforce.

Recruit

- ▶ For trainees and apprentices
- ▶ For a graduate intake
- ▶ To fill courses and degrees
- ▶ To attract employees in areas that have a current skills shortage

Branding and Education

- ▶ Educate visitors on courses, career options and pathways, includes RTO's, TAFE & Universities
- ▶ Promote your industry and its future growth prospects
- ▶ Position your organisation as an employer of choice

The Organisers

Kym Jones Exhibitions stages the Careers & Employment Expos in Adelaide, Brisbane and Perth. The new direction and marketing for the Expo's has seen a surge in visitor attendance and exhibitor numbers over the last 3 years.

Kym Jones has been a leader in the exhibition industry for over 30 years presenting a range of popular home and lifestyle events along with industry trade shows and has previously staged careers events in Adelaide - The Festival of Opportunities and JobsFest.

In 2021, Kym Jones Exhibitions will be increasing the marketing to attract more visitors, plus expand the events with information and guidance in areas including tertiary education and training, career development and diversification, plus job opportunities.

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Find Out More, Contact...

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Talk with Thousands of Visitors

Our Free visitor entry and extensive marketing campaign will once again attract thousands of prospective students and their parents, early-phase career seekers, career changers and graduates seeking the latest information on tertiary studies, further training, career development and people looking for employment opportunities.

Extensive Marketing includes...

- ▶ Newspaper press ads and digital promotion
- ▶ TV - local & regional
- ▶ Radio - local & regional
- ▶ Digital Advertising - local & regional
- ▶ Direct Mail - key industry groups
- ▶ Media Releases
- ▶ Extensive Social Media
- ▶ EDM's expo visitor database

Additional Exposure for Exhibitors

Show Guide Magazine - Free Exhibitor Listing

Kym Jones Exhibitions produces a 24 page Show Guide Magazine for the Expo's which is supplied to visitors on entry to the Expo. The Guide showcases all exhibitors, expo highlights, career seminars and interactive displays, plus information on career pathways, latest job trends, resume planning and career guidance.

All Exhibitors will receive a FREE listing within the Guide, which includes...*

- ▶ Exhibitor name, site number plus a 50 Word Editorial within the A - Z listing pages
- ▶ Business name listed under various Industry Categories within the Industry Listing Pages - making it easy for visitors to find who is offering their preferred Career Options (*deadline is one month prior to each show)

Expo Web Site - Free Business Listing with Logo and Editorial

All Exhibitors receive a FREE listing on the Expo web sites 'Who's on Show' pages, this will be the same information exhibitors supply for the Show Guide. Exhibitors logo will also be featured on the web site.

Marketing Opportunities

- ▶ Gold, Silver and Bronze Sponsorship
- ▶ Visitor Registration Sponsor
- ▶ Seminar / Stage Sponsor
- ▶ Career Advice Area Sponsor
- ▶ Resume Workshop Sponsor
- ▶ Teachers Lounge Sponsor

We also Stage

Adelaide

careers&EMPLOYMENTexpo

May 7 & 8, 2021

Adelaide Showground

Brisbane

careers&EMPLOYMENTexpo

May 21 & 22, 2021

Brisbane Convention & Exhibition Centre

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