

Social Work Graduate



South Wales & South West

What is Social Work Graduate?

Building on the success of Social Work Graduate's recent event in London, we are pleased to inform you of a new one day social work graduate recruitment fair at the Institute of Sport, Cardiff. The innovative format and a fresh approach makes recruiting simple for Local Authorities in South Wales and the South West looking to secure final year Social Work students for employment their area.



RATE CARD

June 8th 2006 - Institute of Sport, Cardiff



“Excellent event with good quality interest. We appreciate the fact that you reimbursed travel I'm sure that encouraged more visitors.”

Kent County Council

“Very good event.”

Southend-on-Sea Borough Council

“Excellent event, in terms of numbers the most successful event we've ever attended”

“Very busy event, certainly pitched at the right market! A successful day.”

Ozone Recruitment



What is Social Work Graduate?

Who should exhibit?

Local Authority social service departments, post grad courses and voluntary organisations have the opportunity to arrange interviews and exhibit to a focussed audience of final year social work students.

The Prospects come to you

Potential prospects attend Social Work Graduate to further their career in social work, giving you the opportunity to meet face-to-face with hundreds of quality potential recruits.

What else is at the event

Independent Education Programme

A purpose-built theatre on the exhibition floor will host 30-minute sessions. In partnership with associations and special interest groups, the hottest topics and policies will be clearly identified and presented in a user-friendly format designed to equip the visitor with the tools they need for a productive visit to exhibitors' stands.

Vendor Seminar Programme

Exhibitors will have the chance to present a 30-minute presentation throughout the event. These seminars give councils and other vendors an excellent opportunity to educate visitors on recruitment opportunities and incentive schemes.

Writing Area

It is important that visitors use their time at SWGL effectively. To this end, they can use the purpose-built writing area to complete application forms, review the exhibition directory or recruiter's marketing material.

Careers Seminars & CV Clinic

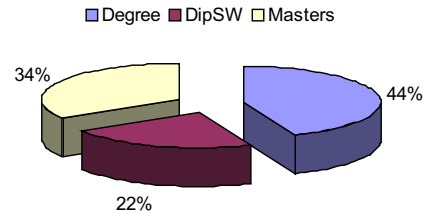
Experts will be on hand to review and develop CVs. Whether students are just starting to put it together, or in final stages of fine-tuning that all-important career winning tool, experts will be able to offer you sound CV advice. In addition, top careers advisors will be on-hand to give advice on your career hunt.

The visitors

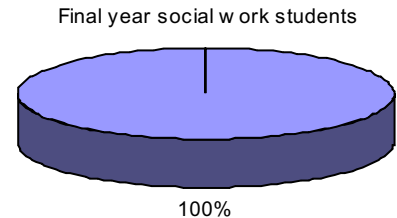
Students are invited from seven Universities running Social Work courses in South Wales and the South West. All students that attend the event will be in the final year of their course, ensuring 100% of visitors are looking to secure professional employment.

Social Work Graduate send coaches to all universities involved and also reimburse train travel ensuring free travel to attendants.

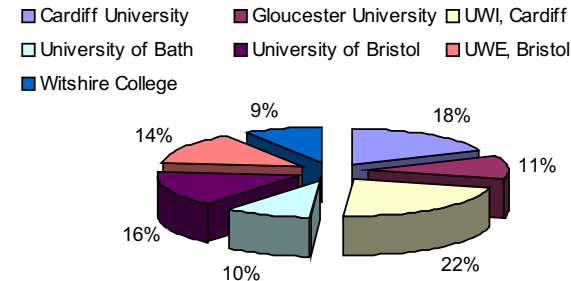
By Course



By Year



By Institution



“ Really helpful day! I was able to liase with many Local Authority with a good range of professional areas covered. ”

Stand Packages

The exhibitor stand package provides much more than the exhibition space for the day of the show.

Your stand package will include:

- Shell scheme or space only stand.
- A table and 2 chairs are included. Shell scheme stands can be put in place on request.*There is an extra charge for this.
- Every visitor to the show receives the Social Work Graduate Reference Guide which is not only the guide to the event, with full listings of exhibitors and seminars, but an indispensable reference source of contacts and organisations for graduating social workers. These guides will be made available after the event for students who registered but could not attend the show.
- Press office within the writing area, enabling you to distribute your agency application forms and marketing material.
- Every exhibitor will have editorial on our website: www.socialworkgraduate.co.uk along with a link to your job opportunities web page. In the months surrounding the show our website is a useful information point for the target audience, which will drive valuable traffic towards your job pages.
- Unlimited free tickets/information leaflets are provided to exhibitors to help maximise attendees and to promote your presence at the show.
- After the event we will provide you with exclusive access to the registration data from the attendees, this can be an immensely valuable tool for post show marketing and follow up.

Prices

£350 per square metre
minimum stand size 3x3m²

In addition to your stand package, there are a number of sponsorship opportunities you can benefit from to drive visitors directly to your stand. Please ask for further information when booking your stand.

Sales team : 0117 939 7446



Marketing campaign

To ensure we deliver the right audience, the Social Work Graduate marketing campaign targets final year social work students studying either at under graduate or post graduate levels. A powerful campaign is now under way, creating unrivalled awareness and interest within universities in South Wales and the South West. Most of the key components for the campaign are presented through social work course leaders and university careers departments.

Key campaign components include:

Tele marketing to careers services, social work departments in universities and registered students. This generates "word of mouth" marketing, accounting for the largest percentage of social work graduates registrations.

Targeted direct mail is consistently the most effective form of exhibition marketing.

Ticket inserts within key Student titles will deliver a mechanism for registration while providing a physical reminder of the show.

Advertising is another effective direct response mechanism promoting awareness throughout the sector.

Email updates will be sent to targeted student lists with appropriately segmented messages.

Web promotion is key to the event campaign is promotion of the URL, accounting for a big % of event registration.

Show supplements and previews will appear in key titles including NSW and other career services and student magazines.

Regular newsletters to university careers services and social work departments.

Poster advertisement campaign in careers services, student unions and university campuses.

Colourful, on-campus promotions preceding the exhibition and on campus during university recruitment fairs.



Testimonials

Testimonials from Social Work Graduate, London

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Kent County Council

"Very good event."
Southend-on-Sea Borough Council

"Excellent event, in terms of numbers the most successful event we've ever attended"

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Ozone Recruitment

Visitor testimonials

"Really helpful day! I was able to liaise with many Local Authorities with a good range of professional areas covered."
Portsmouth University

"It was good to meet potential employee's and compare packages."
Anglia Ruskin University

"Excellent day. Very useful and informative BASW seminars and CV clinic."
Brunel

To discuss YOUR requirements call our sales team on 0117 939 7446