

# MULTI - INDUSTRY JOB FAIR 2011

**TWO**<sup>95</sup>  
STAFFING  
SERVICES  
INTERNATIONAL



*Global Talent Mapping*

# Why TWO95 ?

- Invested on technology and Infrastructure for Registration, Matching,
- Back-end and follow-up Processes.
- Understood the importance of Local Client demands.
- Partnered with Top Institutions , universities ,colleges and social networks.
- Has complete Events Team.
- Global Network Access.
- A preferred event of every top recruiter in the industry.
- Experience in areas such as HR, IT, ITES, Finance, Marketing, customer service, manufacturing, Engineering , Retail, NGO, Education, Water Industry.
- Spread of the Job Fair attracts applicants from Chennai and ROTN ( Coimbatore, Pondicherry, Madurai, Trichy)

# About the event

- One day fair on weekend ( 25<sup>th</sup> June 2011).
- At St.George Anglo Indian Matriculation School, Shenoy Nagar, (Opposite to Pachaiyappa's College)
- Positioned to attract widespread media & business attention.
- Will feature some of the biggest brands in the IT, Finance, Infrastructure , Manufacturing, Retail and Sales.
- Expected to attract more than 10000 walk in at location.
- Will be supported by wide-spread campaigns targeted at Low to senior professionals from a wide range of industries, living primarily in Chennai & Pondicherry areas, but also across south TN through advertisements and contacts.

# About the event

- A preferred event of every top recruiter in the industry
- 21 - 35 years graduates, post graduates ,professionals and non-graduates.
- Fresher & Candidates with 1-15 years plus work experience
- Experience in areas such as IT, ITES, KPO , Shared services , Finance, Accounts,HR, Marketing & Sales, Customer service, Technician, Engineers ,Teachers & lecturer.
- Spread of the Job Fair attracts applicants from Chennai and ROTN ( Coimbatore, Pondicherry, Madurai,Trichy)

# Marketing Plan

- Advertising in media consumed by target segment.(Chennai & ROTN):
  - Print
  - Radio
  - Online
- Partnerships with professional & ethnic associations, especially alumni bodies of various universities and colleges.
- Grassroots Outreach to target segment
- PR in Chennai & ROTN
- Focused online campaigns for specific profiles, against JDs put up for hiring at the fair
- Extensive social network ( Face Book, LinkedIn, Twitter) campaigns
- Promotion through print and radio.

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# Media Plan

- Advertising in media consumed by target segment.(Chennai & ROTN):
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# Print Advertising

Ads in leading Indian publications

- Deccan Chronicle
- The Hindu

# Radio Advertising

- Radio would complement for print
- Regular ads on popular radio stations targeted towards the Chennai community such as:
  - Radio Mirchi
  - Suryan FM.

# Online Advertising

- Event promoted through banner ads, email blast, mailers, and events page.
- Placement of free and paid event listings on mainstream websites such as
  - Google Ads
- Mailers to registered database of – Two95 website
- Social Network Campaigns on:



# Grassroots Outreach

- Flyers to be distributed throughout Chennai commercial/residential neighborhoods
  - Movie theaters
  - Popular restaurants
  - Super Markets
  - Community centers
  - Places of worship
- Posters to be displayed at various Bus / Railway stations in the areas of the desired demographics

# Public Relations

- Dissemination of press releases to Chennai media and cross-over media, as well as select mainstream outlets
- Exclusive interview opportunities for representatives of companies participating in job fair
- Post-event follow will be done to ensure continued coverage
- Pre & post event related story in our own publications

# Venue & Date

## Chennai

- June 25<sup>th</sup> , 2011
- Between 8 a.m to 5 p.m
- St.George Anglo Indian Matriculation School and Orphanage, Shenoy Nagar,  
(Opposite to Pachaiyappa's College)

# Why should you participate?

- One day job fair will together bring around 10000 of the best from Multi-Industries.
- A unique opportunity to have a face to face interaction with a large pool of Professionals looking at opportunities.
- Great opportunity to save on hiring costs and time as the fair will deliver high quality talent in large numbers.
- A window to the best professionals in their respective fields especially in segments like IT , ITES, BFSI, Shared Services, Engineering & Manufacturing , Sales, FMGC , Retail.

# What you will get as a participant?

- A stall of 10 x 12 Single and Divided Class Room .
- Your logo in all print communication - in Chennai & ROTN
  - In Chennai – The Hindu & Deccan Chronicle.
  - In ROTN – Local
- Your logo in all email communication.
- Your logo on Two95intl.com and the web site created specially for the event
- A listing of your JDs on Job Fair website.

# What you will get as a participant?

- Online campaigns specific to your JDs, to drive relevant candidates
- A chance to pre-shortlist candidates who register beforehand, so that you can set up interviews at the venues beforehand and make the most of your time & money.
- Access to the resume database of all participating candidates, in soft form
- Facility to display your company AV and the Jobs on offer at the event
- Facility to conduct longer, private interviews with serious candidates, if required, at the venue.

# What you will get as Title Sponsor?



- Presentation rights – all communication will be “Two95intl.com & Title Sponsor present Two95 Job Fair...”. This includes
  - Print
  - Radio
  - Online
- 2 stalls at each venue
  - 100,101 at Hall (see layout)
- “First View” for candidates that show an interest in your company
- A separate, dedicated meeting room for you to conduct longer, private interviews at any time without the need to book a slot
- Prominent branding space for your collaterals at event venue
- Separate Banner on Two95Intl.com
- Logo on Two95Intl.com homepage for 6 months.

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# Venue Layout



Poonamalle High Road

# Commercials

<b>Price for Two95 Fair in Rupees ( Exclusive of Applicable Taxes)</b>	
Divided Stall	15000
Single Stall	25000
Double Stall	40000
<b>Lead Sponsor :</b>	
Chennai City	1,50,000
ROTN	1,00,000
Benefits for Lead Sponsor: 2 Stalls at Venue, Premium Positioning and Lead sponsor mention in all Communication	
Size of Stall ( 10 Ft * 12 Ft)	
<b>Printing:</b>	
News Paper Ad	30,000
Poster & Pamphlets	15,000
Online Ad-Two95intl.com	5,000
• Payment 100% in Advance	

**Thank You**  
Thank You

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