

WU

ZBP  
CAREER CENTER

# CAREER CALLING

*Increase your  
Impact!*

CAREERCALLING.AT

Increase your impact  
at Career Calling:  
through targeted  
employer branding  
or direct interaction  
with students.

Around the fair, on  
fair day, and online.



# IMPACT & ACTIVITY

Get everything and more out of it – around and before Career Calling!

TOUCHPOINTS AT A GLANCE		INCLUDED	BOOKABLE
AROUND THE FAIR	"We will be there": logo on website	✓	
	"We will be there": logo on Instagram	✓	
	Company profile on event platform	✓	
	Your jobs on event platform (unlimited)	✓	
	Highlighted company profile on event platform <b>TOP SELLER</b>		✓
	Logo on event flyer		✓
	Contribution in event newsletter	*	✓
	Push message (exclusive) to participants <b>TOP SELLER</b>	*	✓
	Featured employer on Instagram	*	✓
	Image ad or advertorial in <i>Karrieremagazin</i> <b>TOP SELLER</b>		✓

**Big Deal: Get a 5% discount when booking 3 or more Impact & Activity services.**

## AROUND THE FAIR

**71,399**  
views on [www.careercalling.at](http://www.careercalling.at)

**3,400**  
newsletter subscribers

**3,400**  
push message recipients

**900**  
Instagram followers

**40,000**  
flyers

**630**  
jobs

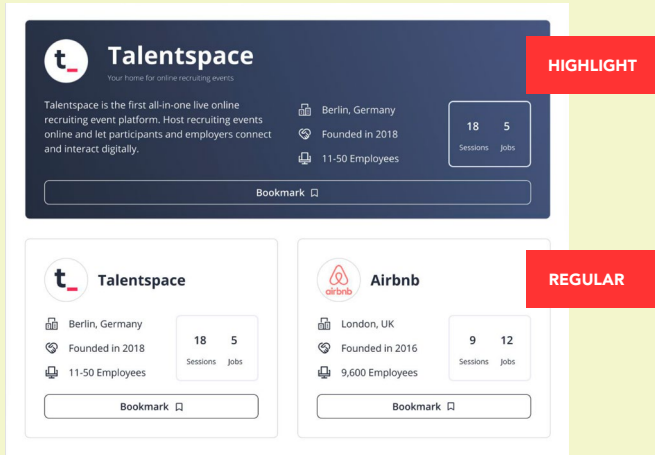
\*included with stand bookings of 25m<sup>2</sup> or more



# YOUR BRANDING TURBO AROUND THE FAIR

## HIGHLIGHTED COMPANY PROFILE

**Stand out:** Your profile will be highlighted in the exhibitor list – double in size, colored background.



## PUSH MESSAGE TO PARTICIPANTS

Your short message will be sent **to all registered participants via the Talentspace event platform** – either in the days before the live event, on fair day, or during the online days.

## IMAGE AD IN KARRIEREMAGAZIN

Career magazines are among the top 10 information channels that students use when choosing an employer. And in this case, they are used far more frequently than TikTok. The next career magazine on the **topic of "opportunities"** will be published at the beginning of the winter semester and will also be distributed at Career Calling – you can book your presence (image ad or advertorial) until August 8, 2024.

Power-Ups



# IMPACT & ACTIVITY

All eyes on you  
at *Messe Wien!*

TOUCHPOINTS AT A GLANCE		INCLUDED	BOOKABLE
ON FAIR DAY	Jobs on job wall (unlimited)	✓	
	CV checks	✓	
	Flyers at check-in counter		✓
	Digital screen in entrance area <b>TOP SELLER</b>		✓
	Insert in official goodie bag		✓
	Push message (exclusive) to participants		✓
	Sampling on fair day <b>TOP SELLER</b>		✓
	Live session <b>TOP SELLER</b>		✓
	Word rap video interview <b>TOP SELLER</b>		✓

**Big Deal: Get a 5% discount when booking 3 or more Impact & Activity services.**

## LIVE FAIR DAY

**2,400**  
students

**320**  
company representatives

**2,000**  
distributed goodie bags

**400**  
application photos

**350**  
CV checks

**6**  
live sessions





# FULL FOCUS ON LIVE FAIR DAY

## DIGITAL SCREEN IN ENTRANCE AREA

Your invitation to the stand reaches all visitors streaming into the fair hall. Simply use our **one-pager template (logo and invitation to stand)**. Runtime: 10 s; at least 80 repetitions on the day of the event.

## SAMPLING ON FAIR DAY

Distribute your **goodies or flyers during the live fair**. Use the fairgrounds to approach students directly, draw attention to your company, or distribute product samples.

## LIVE SESSION

Have you thought about holding a live workshop and rolling up your sleeves with students? Use 1 of 6 live sessions as another touchpoint and meet **5-20 pre-registered students in 50-minute** live sessions.

## WORD RAP INTERVIEW – VIDEO ON DEMAND

In rapid-fire style, you answer our questions about your company and the application process in 5 minutes. Live at the fair. The **video slices** will be available on demand for a year on the Career Calling website for all interested students.

# Power-Ups



# ATTRACTION DURING THE ONLINE DAYS

TOUCHPOINTS AT A GLANCE		INCLUDED	BOOKABLE
ONLINE	Talent database – access to registered participants	✓	
	Online speech – your keynote on the event platform <b>TOP SELLER</b>		✓
	Video 1:1 chats – your virtual 1:1 conversations on the event platform <b>TOP SELLER</b>	**	✓

\*\* included in all online packages

## Power-Ups

### ONLINE SPEECH

Content is king! In the online keynote, you talk about **application topics** and share your **experience**. And thereby capture the students' interest.

### VIDEO 1:1 CHATS

You would like to actively use the talent database and **address students in a targeted manner**? The 1:1 chats are your point of contact to reach students where they are – because all participating students are in the talent database.

### ONLINE DAYS

470  
students

320  
company representatives

798  
requested 1:1 chats

241  
conducted 1:1 chats

4  
speeches with an average  
of 40 participants



# YOU WANT TO BE PART OF IT?

## Let's talk!

For further information  
on our packages visit  
[careercalling.at](https://careercalling.at).

**WU ZBP CAREER CENTER**

+43 1 313 36 – 4968

[office@careercalling.at](mailto:office@careercalling.at)

We are happy to answer further questions personally.

Fair office at the WU ZBP Career Center



**Lara Högerl**

+43(0)1 313 36–5053



**Heike Schreiner**

+43(0)1 313 36–5370

