

CAREER CALLING

*The
Career event*

CAREERCALLING.AT

LIVE

OCT. 16, 2024

ONLINE

OCT. 17–NOV. 6, 2024

CAREER CALLING

LIVE

OCT. 16, 2024

MESSE WIEN

Live, personal, and up close
on October 16, 2024, 10am–6 pm
at Messe Wien

Meet students and graduates
from all fields of study at
your **fair stand** on October 16.

Get to know participants in
the Career Zone during
CV or LinkedIn checks.

Challenge participants in a **live session**
with company facts or a case study.

ONLINE

OCT. 17–NOV. 6, 2024

EVENT PLATFORM

Digital, direct, and efficient
from October 17–November 6, 2024
on the event platform

Meet suitable candidates in
scheduled **video 1:1 chats.**

Use the **talent database**
to find interesting profiles and
approach them directly.

Give insights on a hot career topic
during a **speech** or **online session.**





CAREER
SERVICE

GREATNESS
STARTS WITH YOU.

IBDO

MIND CHALLENGE

IBDO
MINDBAL

karriere.
bdo.at

Cegeka Business Solutions

cegeka

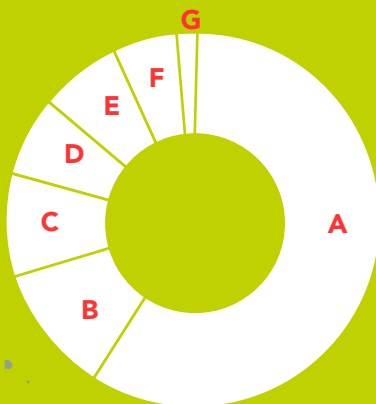
EBCO

- Machine Learning
- Graph Solutions
- Visual AI
- Digital Twins
- Predictive Analytics
- Recommender Systems
- Natural Language Processing
- Synthetic Training
- MLOps

AUSTRIA'S LEADING CAREER FAIR

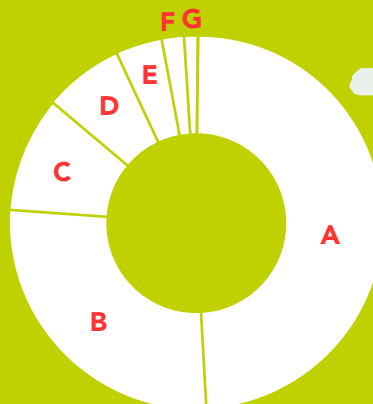
PARTICIPANTS 2023

BY FIELD OF STUDY



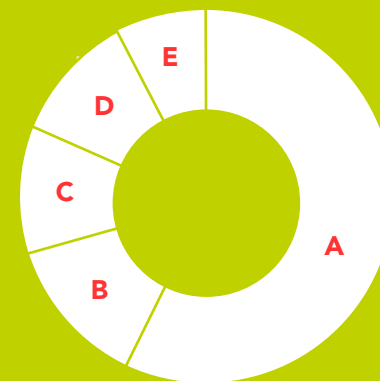
A	59%	Economics
B	11%	(Business) Law
C	9%	Engineering
D	7%	Natural Science
E	7%	Human Science
F	6%	Other
G	1%	Medicine/Pharmacy

BY DEGREE LEVEL



A	49%	Bachelor's program
B	27%	Master's program
C	10%	Graduates
D	7%	Graduates with work experience (> 2 years)
E	4%	Self-employed
F	2%	PhD / Doctorate
G	1%	MBA

BY WORK EXPERIENCE



A	57%	1–2 years
B	13%	3–5 years
C	11%	2–3 years
D	11%	8+ years
E	8%	5–8 years

CAREER CALLING 2023

3,440

participants

798

video 1:1 chats

350

CV and LinkedIn checks

100

national and international
employers

13

insight sessions

4

speeches

IT'S ALL ABOUT THE MIX

Career Calling addresses all masterminds of the academic landscape in Austria and neighboring countries. An elaborate marketing concept along with a broad network in Austria's academic landscape and, most of all, years of expertise in addressing students are the basis for our success.

Registration deadline
JULY 25, 2024





Be
a part
of it!

YOUR PARTICIPATION

LIVE

+

ONLINE

LIVE ONLINE PACKAGE

Participation in

CAREER CALLING

LIVE

at Messe Wien
October 16, 2024

Participation in

CAREER CALLING

ONLINE

on the event platform
October 17–November 6, 2024

YOUR HIGHLIGHTS

- Presence at Messe Wien (including or excluding stand), unlimited company representatives
- 1 CV check slot at Messe Wien
- Unlimited video 1:1 chats on the event platform for unlimited recruiters
- Access to talent database
- Unlimited jobs for students and graduates

CHOOSE YOUR OPTION

Including stand

Our stand builder takes care of your setup.

- Here, you can find examples of what your stand may look like.

6 m²

€ 7,090.–

8 m²

€ 7,790.–

12 m²

€ 9,290.–

Excluding stand

You bring your own individual fair stand.

- No equipment and exhibition walls - the provided floor space is yours to design.

12 m²

€ 8,890.–

18 m²

€ 11,200.–

20 m²

€ 11,900.–

You are interested in a different stand space? We are happy to provide you with a suitable offer!

Best of both worlds

Yay, there is a discount for partners of the WU ZBP Career Center!

Click here for the Career Calling **fair map**.



All prices quoted exclude VAT and other applicable taxes.
A WU ZBP CAREER CENTER GMBH event.



YOUR PARTICIPATION

LIVE

Live fair feeling – and you are
in the midst of everything!

LIVE PACKAGE

Participation in
CAREER CALLING

LIVE

at Messe Wien
October 16, 2024

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12 m²

€ 8,990.–

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12 m²

€ 8,590.–

18 m²

€ 10,900.–

20 m²

€ 11,400.–

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*Live
is
Life!*

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of the WU ZBP Career Center!**

Click here for the Career Calling **fair map**.



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A WU ZBP CAREER CENTER GMBH event.



YOUR PARTICIPATION

ONLINE

Focus: Flexibility! Direct approach, individual video
1:1 chats – whenever and wherever you want!

ONLINE PACKAGE

Participation in

CAREER CALLING

ONLINE

on the event platform
October 17–November 6, 2024

YOUR HIGHLIGHTS

- Unlimited video 1:1 chats on the event platform for unlimited recruiters
- Access to talent database
- Unlimited jobs for students and graduates

€3,990.–



Yay, there is a discount for partners
of the WU ZBP Career Center!



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A WU ZBP CAREER CENTER GMBH event.

EVEN MORE
SPACE,
EVEN MORE
AWARENESS! YOU
ARE INTERESTED
IN 30 OR 40 M2
FLOOR SPACE?

SME SPECIAL!
CONTACT US,
WE HAVE THE
RIGHT PACKAGE
FOR SMES!

HAVE SOME
IMPACT! WE
OFFER SPECIAL
PACKAGES FOR
NPOS AND
START-UPS!

*as unique
as you!*

Let's talk about your Career Calling appearance:
office@careercalling.at



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 TOP SELLER		✓
	Logo on event flyer		✓
	Contribution in event newsletter	*	✓
	Push message (exclusive) to participants TOP SELLER	*	✓
	Featured employer on Instagram	*	✓
	Image ad or advertorial in <i>Karrieremagazin</i> TOP SELLER		✓

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

AROUND THE FAIR

71,399

views on www.careercalling.at

3,400

newsletter subscribers

3,400

push message recipients

900

Instagram followers

40,000

flyers

630

jobs

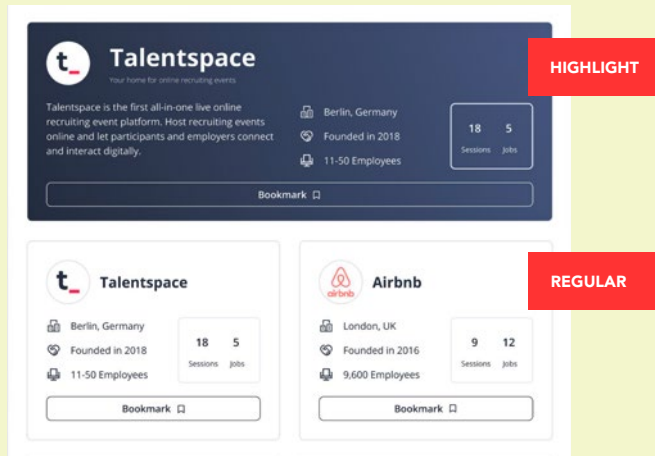
*included with stand bookings of 25m² or more



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 Talent-space 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 TOP SELLER		✓
	Insert in official goodie bag		✓
	Push message (exclusive) to participants		✓
	Sampling on fair day TOP SELLER		✓
	Live session TOP SELLER		✓
	Word rap video interview TOP SELLER		✓

**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 TOP SELLER		✓
	Video 1:1 chats – your virtual 1:1 conversations on the event platform TOP SELLER	**	✓

** 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



Next step



YOU WANT TO BE PART OF IT?

Let's talk!

For further information
on our packages visit
careercalling.at.

WU ZBP CAREER CENTER

+43 1 313 36 – 4968
office@careercalling.at

We are happy to answer further questions personally.

Fair office at the WU ZBP Career Center



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