

PenQuin International employed by Star Workplace

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Specialist marketing and advertising solutions agency, PenQuin International has been tasked with managing the concept, execution and marketing of the upcoming The Star Workplace Exhibition. The three day event, which allows career seekers to familiarise themselves with potential employers, will take place at the Coca-Cola dome from the 19th to 21st March 2010.

"The highly successful expo is now in its second year," says Greg Kockott of PenQuin International. "Pre-exhibition marketing has focused on attracting companies recognised as quality employers and high calibre employees seeking to either alter career directions or improve upon their current industries."

In the expo's planning phases PenQuin negotiates and secures the venue, sponsor and supplier companies. Oasys Exhibition has been brought in as a partner company for stand design and infrastructure.

"Independent Newspapers is one of our long standing clients," says Greg. "On the marketing side we negotiate a print campaign that runs in The Star Workplace for approximately four months. Over and above this, radio adverts are secured on several university stations to capture this influential target market and 770 street pole posters are put up around JHB."

To further promote The Star Workplace expo, PenQuin has branded four metro buses which travel on university routes and main roads covering the north, east, south and west of Gauteng. "To create further hype on the buses, we conducted an on-bus activation where promoters engaged with commuters, inviting them to the expo and handing out complimentary tickets," he says. "Lastly, complimentary flyers were handed out at high traffic intersections."

Apart from the marketing aspects, Penquin manage all logistics of the expo which include staffing of registration counters and event management teams, stand designs, floor plans, exhibitors manuals and service items, liaising with the venue, managing security and the ticketing system at the door.

"Securing the exhibition sales of the event takes about six months," says Greg. "Also on our to-do list is liaising directly with each exhibitor on all their requirements. This may include discussing individual stand designs or assisting them with furniture and planting requirements. The Star Workplace expo is an extremely successful three-day event both for PenQuin and Independent Newspapers, the latter selling about 10 000 papers throughout the event."

Exhibiting companies will meet thousands of prospective employees over the three day event and have the opportunity to introduce their staffing needs and expectations.

Confirmed exhibitors include Legal Aid; Cadbury South Africa; Atlas Copco; the City of Johannesburg; Independent Online (IOL); ProVox (the centre for public relations and communication) and the National Youth Development Agency.

About PenQuin International

PenQuin International is a complete advertising and marketing solutions company. Our focus is on developing and implementing unique, cost effective solutions tailored to meet our client's strategic marketing and advertising objectives. Clients benefit from a dedicated communications partner who takes responsibility for the total project - from concept to execution.

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