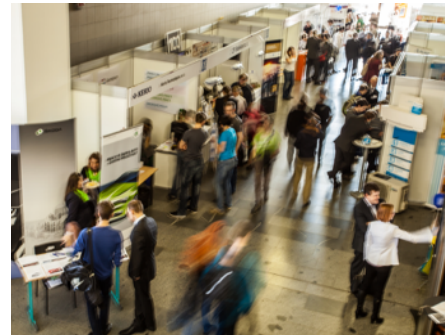


Final Report of the Career Fair 2015

IN THIS REPORT, YOU WILL FIND THE EVALUATION OF THE 20. CAREER FAIR IN PILSEN

18th March 2015 took place the 20. anniversary Career Fair which was organised by the student organisations IAESTE ZČU Pilsen and Stavovská unie student ZČU in support of the University of West Bohemia. It was held in the campus of ZČU in Bory, in the Faculty of Electrical Engineering (FEL), Faculty of Engineering (FST) and newly in the University Library (UK).

The purpose of this project is to connect the student and company sphere in order to raise and to improve the quality of employment rate of qualified university students. The Exhibitors are creating here their company's profile and they are offering cooperation to the absolvents and students of the university.



20th Career Fair

This year's fair had 143 exhibitors. The Career Fair Guide were presented 148 companies and organisations which are searching for student of technical branches (IT, electro, civil engineering, mechanical engineering) and other (economics, design, law, foreign languages and other).

To improve the student orientation on the fair, we created the branch identification – in the Career Fair Guide (online and printed), in the collar of the stand and in electronic information systems dislocated in the buildings. We attended to the preparation of the students through the propagation of the fair (to print of their CVs and to learn about the exhibitors).

The website veletrh.zcu.cz was created in order to unify the information about the Career Fair in Pilsen for the visitors, exhibitors and public. If you would like to participate on other Career Fairs in Czech Republic (such as CTU in Prague, VUT in Brno), please contact [David Ženíšek](mailto:David.Zenišek@zcu.cz).

The new used space of the University Library brought space for 35 new stands. Thanks to that, we were able to spread the visitors and to relieve to the limited capacity of the buildings, especially then the FEL building. At the first sight, it could appear to the exhibitors that the number of the visitors declined. In fact, the visitors were on a bigger area and thank to the branch identification, the students visited the stands attractive for them.

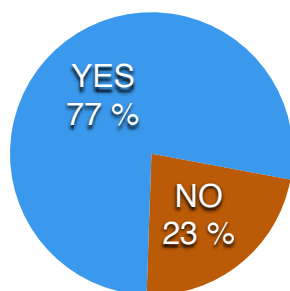
For the companies, there is an interesting fact that after the start of the registration, within 20 minutes 70% of the stand places were booked. So for the next time we recommend you to pay enough attention to the reservation.

The video from this year's Career Fair is available [HERE](#) and the photos are [HERE](#).

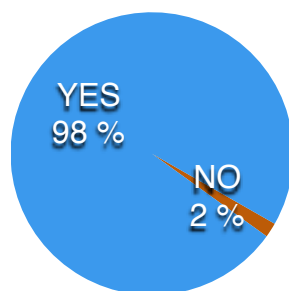
Exhibitors' Feedback

We have got the feedback from 123 exhibitors. To every stand came, at average, 60 visitors which fulfilled the expectation of 77% exhibitors. Companies that visited last year's Career Fair got at average at least 3 new employees. The fact that fair was really successful and quality organised was proved by the results of our feedback - on scale 1(best)-5(worst) was the Career Fair marked 1,275 and 98% of exhibitors would like to participate next year.

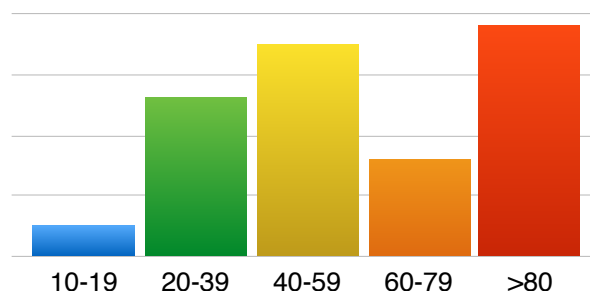
Satisfied with amount of visitors at stand?



Will participate next year?



How many visitors visited your stand?



Exhibitors definitely valued the student preparedness compared to the previous years. Branch identification and information how to prepare had without doubt a huge success.

Explicit improvement was in the area of internet connection and the lunch in the students' hall. Majority of our exhibitors was pleased with our hostesses and assistants like every year.

The University Library had from our exhibitors a positive acceptance. This building offers new and spacious setting without a problem with the absence of students.

Other Innovations

For the first time, we prepared for the students a Career Centre. Students could come here to the representatives from companies who consult their CVs. Then there was a photographer who took photos of students for their CV. The Centre was very popular and according to students we should expend it.

We are doing what we can to improve the parking situation. This year was established a special Career Fair Bus coming every 15 minutes which reinforced the public transportation. We believe that thank to this bus we will receive more parking lot from the university next year.

The number of students coming to the presentations increased compared to the previous years. On the average, there were 18 students per presentation.

Number of visitors

Despite active and more extensive marketing the visit rate noted s drop of visitors. The number of visitors is estimated, according to distributed Career Fair Guides, at 3 800 Visitors. The reason is the tendency to drop the number of university students which is in the whole Republic and especially in University of West Bohemia. On that account, we are trying to expand our fair advertising out of the Pilsen Region and to make a better readiness of visitors.

Numbers and statistics

| | |
|---|--|
| No. of visitors | 3 800 |
| No. of websites visitors | 7 900 |
| No. of online Career Fair Guide | 4 200 |
| No. of printed/distributed Career Fair Guides | 4 400/3 800 pieces |
| No. of prepared/distributed Career Fair Packs | 4 200/3 700 pieces |
| No. of prepared/distributed orientation plans | 7 000/6 000 pieces |
| No. of A1 wallpapers | 1 000 pieces |
| No. of A6 leaflets | 6 000 pieces |
| No. of advertising benches | 30 pieces |
| No. of (beer) mats in university clubs | 4 000 pieces |
| Banner above the FST entrance | 40m ² |
| Banner (hypercube) in the centre of Pilsen | 8m ² |
| LED Television – Rychtářka Pilsen | 12 000 spots |
| Articles in periodicals | Žlutý, ČD, Studentka, Univerzitní noviny |
| Medial support by | Student Agency, acjobs.cz, univerzitní weby, jobcity.cz, hrzive.cz, educity.cz, itprace.cz, primat.cz, bic.cz, and other |

Also Facebook online campaign and an event was created and shared by the university pages and profiles. Computers and TVs displayed an invitation to the event. This and other forms of promotion was established by the University of West Bohemia.

Conclusion

At the end of this report, we would like to thank you for your participation and support. We believe that the next year will be even more successful and that we will be able to raise the quality of organisation and the student readiness.

We are looking forward to your participation in the 21. Career Fair and we wish you to get from this year as much qualified co-workers as possible.

David Ženíšek

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