

Star Workplace exhibition a hit says PenQuin International

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Over 7 000 visitors attended this year's Star Workplace Exhibition, says PenQuin International, the marketing and advertising solutions company tasked with the planning, marketing and execution of the event.

"The Star Workplace Expo provided a unique platform for employers and job seekers to converge and interact," says PenQuin's Greg Kockott. "Surprisingly, whilst many grade 11 and 12 learners arrived to view choices for their individual career paths, the majority of visitors were those in the age group between 20 and 30, already employed and many with a tertiary degree who were exploring their career options."

Feedback received from the marketing of the exhibition has shown that 81% of those attended said that PenQuin did an excellent / very good, or good job. "The figures are extremely encouraging," says Greg. "It confirms that we have communicated through the correct channels in order to successfully bring job seekers and employers together. In addition, 67% of exhibitors have confirmed their plans to exhibit again next year."

Pre- and during-exhibition marketing focused on attracting companies recognised as quality employers through the negotiation of a print campaign which ran in The Star Workplace for approximately four months; radio adverts aired on several university stations; 770 street pole posters and four branded metro buses which traversed university routes and main roads covering the north, east, south and west of Gauteng.

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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