



SKILLS4NURSES

RECRUITMENT ROADSHOWS 2011

As an established medical publisher and healthcare exhibitions, job fair organiser with over 20 years experience of nursing recruitment.

I have pleasure in sending to you information of our 2011 nursing recruitment roadshows.

Our aim is to provide total solutions for the provision of staff to both the public & private health sector.

SKILLS4NURSES ROADSHOW

Following an initial investigation into your exact requirements a full personalised plan will be drawn up for your approval. Advertisements will then be placed in key Nursing Publications including our own within your targeted geographical areas.

You then have the option of interviews on face to face basis at the source location or telephone/video conferencing.

We take your staffing needs seriously and recognise that your time needs to be well spent.

We would take care of all logistical needs and any unforeseen circumstances.

Skills4Nurses have over 20 years experience of running large volume recruitment exhibitions and job fairs.

Over 1800 nurses attended our recent Exhibitions in Glasgow and Dublin in 2009.

ABOUT US

Global Media & Exhibitions has been established for over 20 years and specialises in the publishing of nursing journals (Irish Nurse Magazine, Scottish Nurse Magazine & Skills4Nurses Magazine) recruitment exhibitions and job fairs.

We have extensive experience in the management of such campaigns and their success. We also have a comprehensive database where we can offer an immediate promotion at any targeted nursing activity.

We pride ourselves on:

- Open and honest communication
- Understanding of the client requirements
- Our long established customer base
- Professional customer and service delivery
- Tailored solutions
- On-Site Customer Care

PRIMARY OBJECTIVE OF THE JOINT VENTURE

To work with you to promote nursing recruitment opportunities. (Our roadshows can also be organised in any other country)
Secondary objectives

- To co-ordinate accommodation and travel itinerary during recruitment drive
- To run an extensive marketing campaign promoting recruitment within the NHS using our own journals and comprehensive database, relevant regional newspapers, trade publications and key web sites.
- UK administration and telephone support
- The hands on support of the managing director and his team will be provided at all stages of the recruitment drive to ensure the smooth running of the campaign.

EXAMPLE OF ITINERARY

In conjunction with the extensive newspaper and marketing campaign we would propose the following key locations within Northern Ireland & the Republic of Ireland . The itinerary includes recruitment drives in 5 densely populated areas within the Northern Ireland & the Republic of Ireland. Including Belfast, Derry, Galway, Cork and Dublin.

(This is an example of what we can provide, the itinerary can be tailored, to the whole of the UK , Ireland or Europe)

DAY 1:

Arrive a.m. Belfast City Airport - Where you will be met by our representative and taken by luxury coach to your hotel in central Belfast
Recruitment drive starts within the Hotel 12noon using conference facilities within your Belfast Hotel until 6pm

DAY 2:

Recruitment drive re-opens 9.30am within your Belfast hotel closing 5pm
6pm depart Belfast and you will be taken via luxury coach to your hotel in Central Derry

DAY 3:

Recruitment drive opens 9.30am within your Derry City Hotel closing 5pm
6pm we will depart and you will be taken to your Central Galway City Hotel.

DAY 4:

Recruitment drive opens 9.30am within your Galway City Hotel closing 5pm
6pm we will depart and you will be taken via luxury coach to your hotel in Central Cork City

DAY 5:

Recruitment drive opens 9.30am within your Cork City Hotel closing 5pm
6pm we will depart and you will be taken to your Central Dublin City Hotel.

DAY 6:

Recruitment drive opens 12noon within your Dublin City Hotel closing 5pm

DAY 7:

Recruitment drive opens 9.30am within your Dublin City Hotel closing 6pm

DAY 8:

Morning you will be taken by luxury coach to Dublin Airport for your return home.



RELAXATION

Included within the itinerary would be time to relax with a programme of events.

Costs. All costs are based on 2 persons with single room accommodation. Room basis = single room and all meals.

MARKETING STRATEGY

Extensive promotion within our own publications, websites and comprehensive database in addition regional newspaper and trade publication advertising encompassing key media journals within Ireland .

Newspapers Area of coverage No of insertions Sizes

Skills4Nurses Ireland Full pages

Nursing Standard Ireland Full pages

National newspapers Ireland Quarter pages

Nursing times Ireland Half pages

Promotional leaflets Ireland 100,000

Mass email to total Global Media database

Web advertising would be provided free of charge

Management fees

We propose to charge a minimal management consultancy fee in relation to the overall coordination and support provided.

Costs: please call Jim Brown on **00 44 1292 525970** to discuss.

(This is an example of our media marketing campaign, which would be changed to suit your itinerary)

IN SUMMARY

Pending further consultation with you and the preparation of a more detailed plan

We look forward to working with you in partnership to provide extensive management, marketing, advertising and administrative support to promote recruitment opportunities on your behalf of Nursing Recruitment Clients.

GLOBAL MEDIA & EXHIBITIONS

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