

	LMU Career Service events	Classical trade fair formats
<b>Target group</b>	<ul style="list-style-type: none"> <li>• Students of the <b>LMU</b> and other Munich universities</li> <li>• <b>Targeted approach</b> / invitation according to:               <ul style="list-style-type: none"> <li>○ Subject of study</li> <li>○ Phase of studies</li> <li>○ Desired degree</li> <li>○ Career goals</li> </ul> </li> <li>• Companies and students alike confirm that the discussions at our events are more <b>in-depth, goal-oriented</b> and <b>sustainable</b>.</li> </ul>	<ul style="list-style-type: none"> <li>• Walk-in customers / bulk business</li> </ul>
<b>Networking</b>	<ul style="list-style-type: none"> <li>• Sustainable contacts through the <b>partnership model</b>.</li> <li>• You stay in contact with our students for the entire duration of the program, e.g. through the <b>talent pool</b>.</li> </ul>	<ul style="list-style-type: none"> <li>• On the day of the fair</li> </ul>
<b>Recruiting instruments</b>	<ul style="list-style-type: none"> <li>• <b>CVs</b> of participants in advance for contact before and after the fair</li> <li>• Arrangements for <b>individual interviews</b> on site</li> <li>• Exhibition stand</li> <li>• roll-ups</li> <li>• flyers</li> <li>• giveaways</li> <li>• <b>keynotes</b></li> <li>• <b>workshops</b></li> </ul>	<ul style="list-style-type: none"> <li>• Booth</li> <li>• Rollups</li> <li>• Flyer</li> <li>• Give Aways</li> </ul>
<b>Catering</b>	<ul style="list-style-type: none"> <li>• Our catering is open to all participating students and company representatives.</li> <li>• The catering is all about <b>networking</b> e.g. open networking buffet, welcome breakfast, networking snack &amp; drink to round off the event</li> </ul>	<ul style="list-style-type: none"> <li>• Often chargeable for students Fair participants dine separately</li> </ul>
<b>Location</b>	<ul style="list-style-type: none"> <li>• <b>Exclusive and prestigious venues</b> close to the university (e.g. Literaturhaus, Kardina-Wendel-Haus, Hansa Haus) ensure a successful fair appearance that will be remembered.</li> </ul>	<ul style="list-style-type: none"> <li>• Mostly hall-like</li> </ul>
<b>Logistics</b>	<ul style="list-style-type: none"> <li>• The fair presentations of all companies are the same size. This allows you as a company and the students to keep an overview of what is happening.</li> <li>• The focus is on you as a company, your representatives on site, your content, your <b>career opportunities</b>, also for the better benefit of the students.</li> </ul>	<ul style="list-style-type: none"> <li>• The bigger the stand, the better?</li> </ul>
<b>Your Contacts</b>	<ul style="list-style-type: none"> <li>• We are always <b>available</b> for you during the term of your partnership, even between events.</li> </ul>	<ul style="list-style-type: none"> <li>• Before and during the fair</li> </ul>
<b>Employer Branding / Social Media</b>	<ul style="list-style-type: none"> <li>• You have a <b>virtual exhibition stand</b> for the entire duration of the partnership.</li> </ul>	<ul style="list-style-type: none"> <li>• Before and during the fair</li> </ul>

	<ul style="list-style-type: none"> <li>• Every event is accompanied by our professional <b>photographer</b> and our <b>social media team</b>. You will be tagged by us during the reporting.</li> <li>• You can use the photos for your reports after the event.</li> <li>• On request, our social media team will visit you at your company location to shoot an Instastory with you.</li> <li>• We advertize your own events via our site and our monthly <b>newsletter</b></li> </ul>	
<b>Job Ads</b>	<ul style="list-style-type: none"> <li>• Job advertisements are <b>free of charge</b> for the entire duration of the partnership and are thus permanently effective in the environment of the <b>strong LMU brand</b>.</li> </ul>	<ul style="list-style-type: none"> <li>• Effective only in the event environment</li> </ul>
<b>Costs</b>	<ul style="list-style-type: none"> <li>• <b>One price for all services</b> during the term of the partnership.</li> <li>• We often offer our partners the opportunity to take part in <b>new formats</b> that we regularly develop free of charge.</li> </ul>	<ul style="list-style-type: none"> <li>• Often additional costs Mostly basic prices with chargeable extras</li> </ul>