



MOTORSPORT & AUTOMOTIVE JOBS FAIR

in association with National Motorsport Academy



Thursday 5 October – 1PM-7PM

KEY EVENT STATISTICS

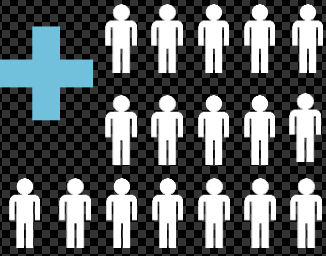


MOTORSPORT AND AUTOMOTIVE JOBS FAIR

In association with National Motorsport Academy - 5 October 2017



600+ delegates



Male



90%

Female



10%

Average age is...

25



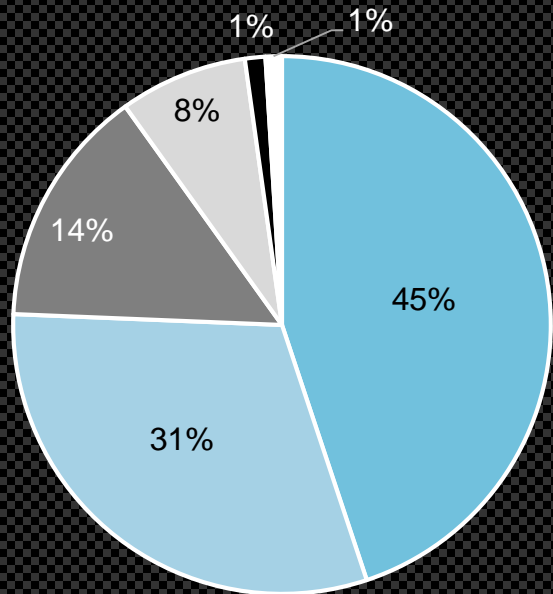
38

Exhibitors



2.5 hours of workshops

Delegates Professional Status



- Graduates
- Experienced Professionals
- College students
- Sixth Form students
- Apprentices
- Undergraduates

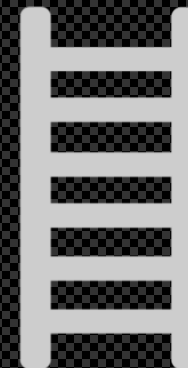


100%

of the attendees thought the event was "Excellent" or "Good"

75%

of delegates said they made contacts at the jobs fair that could help progression with their future career



55+

Universities represented



MOTORSPORT AND AUTOMOTIVE JOBS FAIR

In association with National Motorsport Academy - 5 October 2017



Universities represented included

Aston University
Brunel University London
Budapest University of
Technology and Economics
Chandigarh University
Coventry University
Cranfield University
Damascus University
De Montfort University
Imperial College London
Institut Supérieure de
l'Automobile et des Transports
(ISAT), France
ISEC, Coimbra, Portugal
Kingston University of London
Lancaster University
L'Aquila University
Loughbrough University
Newcastle University
Northampton University
Open University
Oxford Brookes University

Oxford University
Portsmouth University
Poznan University of Technology
Queen Mary, University of London
Ravensbourne University
Royal Holloway, University of London
Sheffield Hallam University
Staffordshire University
Sussex University
Swansea University
Technical University of Szczecin
Teesside University
Uni Pisa
University for the Creative Arts
University of Bath
University of Birmingham
University of Bolton
University of Brighton
University of Cambridge
University of Derby
University of Greenwich
University of Hertfordshire

University of Houston Downtown
University of Huddersfield
University of Leeds
University of Oxford - Saïd Business School
University of Portsmouth
University of Sheffield
University of Southampton
University of Stirling
University of Surrey
University of the Arts London
University for the Creative Arts - Farnham
University of Warwick
University of Wolverhampton
...



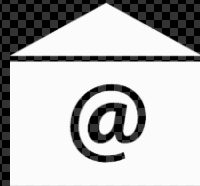


MOTORSPORT AND AUTOMOTIVE JOBS FAIR

In association with National Motorsport Academy - 5 October 2017



392 page views on MIA website Exhibitors' page
5K page views on Eventbrite
7K views of web-banner on MotorsportJobs.com
12K views of web-banner on Autosport.com



17K emails sent to the MIA database
51K emails sent to Racecar Engineering database
21K emails sent to MotorsportJobs.com database
700 emails sent to Autosport database



Article on Autosport.com (1.7K views) and IMechE website (95 views)

SOCIAL MEDIA ANALYTICS

Campaign on Social Media started on 11 August 2017



19K impressions
490 engagements



56K impressions
20K people reached
305 people liked the event page



17K impressions
323 engagements



MOTORSPORT AND AUTOMOTIVE JOBS FAIR

In association with National Motorsport Academy - 5 October 2017



Our repeat exhibitors include*:

90%

of the exhibitors thought the event was "excellent" or "good"



"The event was a success. We were able to engage with potential candidates and professionals, alongside helping to improve our brand awareness."

MAHLE Powertrain

"The jobs fair provides the perfect environment to find quality applicants."

MotorsportJobs.com



*Companies who have exhibited two or more times before March 2016 and October 2017



93%

Of exhibitors said they are likely to exhibit again at the fair



MOTORSPORT AND AUTOMOTIVE JOBS FAIR

In association with National Motorsport Academy - 5 October 2017



“A very well structured event providing a great opportunity to network with fellow industry professionals.”

Jonathan Lee Recruitment

“Good way to attract graduates. We found one of our recent graduates from the last careers fair.”

RML Group

“Excellent event. Nice to talk to like minded colleagues and professionals in the Motorsport industry.”

National College for Motorsport

“Useful opportunity to meet keen individuals and receive many good CVs.”

Delta Motorsport

“Well attended by an excellent calibre of potential recruits.”

Vocis

“A very good way of getting future apprentices and graduates to our industry.”

Xtrac

“Good opportunity to see a lot of relevant candidates in one event.”

Good Fabrications

“An excellent way to meet the future Engineers of our Industry.”

Titan

“Perfect location, great set up.”

ARM

“Great range of job roles available within similar companies.”

Westfield Sportscars

“Great standard of candidates to speak and engage with.”

Faurecia

“MIA events are always professionally run, by a fabulous team!”

Prova PR