## Enter your booth actions for the Career Friday!

uture

Career Friday, 18.10.2024 @Fakuma-Messe.com

The earlier the information is in the Fakuma online system, the greater its reach





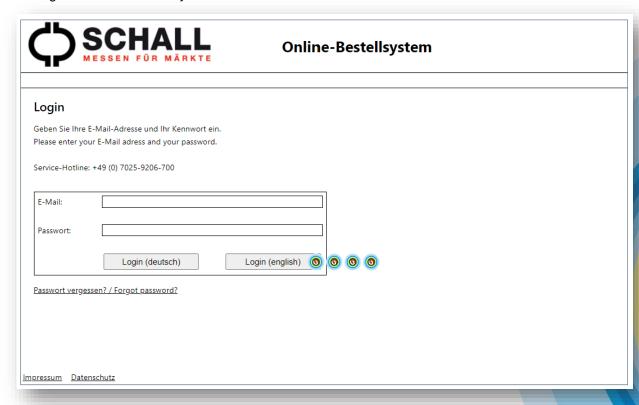




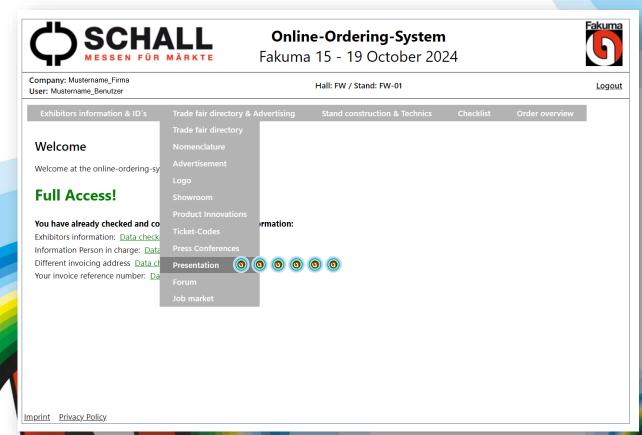
P. E. SCHALL GmbH & Co. KG = +49 (0) 7025 9206-0 fakuma@schall-messen.de

## This is how it works:

1 Log in to the OBS with your Fakuma access:

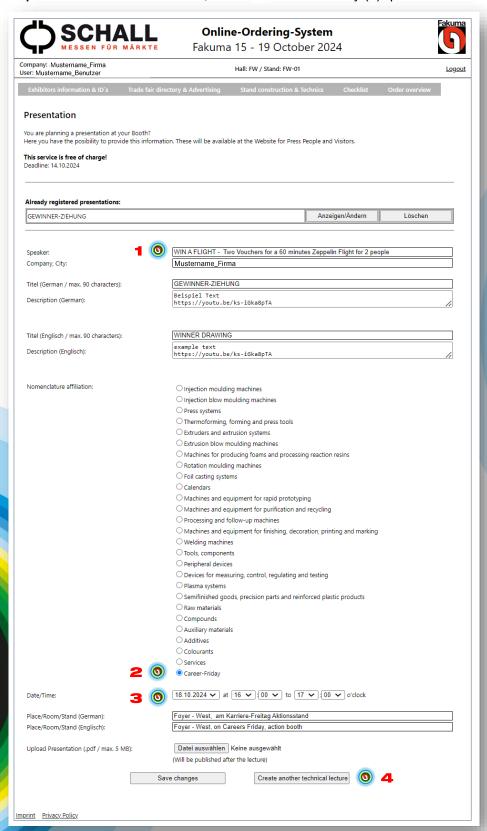


2 Select the "Presentation" section (this is where booth actions are added to the system):



**3** Enter your booth actions for the Fakuma Career Friday in **German** and **English**. Instead of "Speaker (1)", you can enter an action name.

Important! In the nomenclature, select ⇒ "Career-Friday (2)" plus the date ⇒ "18.10.2024 (3)"



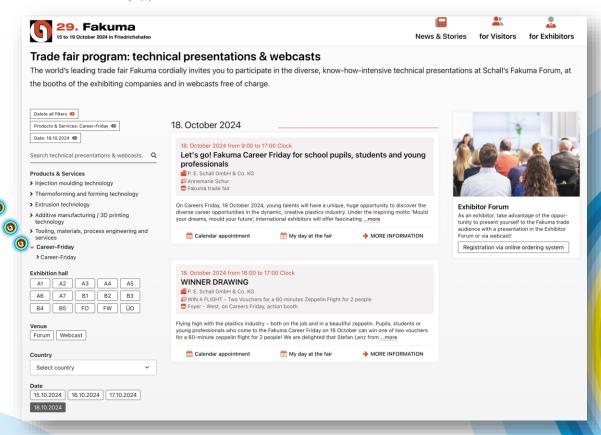
After you have made your first entry, you can enter further actions at the bottom via "Create another technical lecture (4)", e.g. a special quiz show for a specific date or a special presentation.

Notice I YouTube links are interpreted directly as a video (see page 4).

Notice II You will receive an OBS confirmation after each save.

Notice III Please post job adverts in the job market, not here!

4 On the Fakuma website, the entries in the trade fair programme are displayed under the tab "Career-Friday (1)", here the list view and below the detailed view:



**Notice:** YouTube links in the text field (see page 3) are output directly as a video! No further links at present.



## Action guide for the Fakuma Career Friday

The exhibitors' trade fair booth actions for Career Friday on 18 October will be communicated in a designed campaign guide PDF in the <u>website special "Career Friday"</u> and updated regularly.

Furthermore, the exhibitors' trade fair booth action guide will be integrated into all communication measures at Fakuma, e.g.:

- Integration in the newsletters of Fakuma and its international media partners
- Integration in all Fakuma press releases
- Use of the Fakuma social media channels including the "Career Friday" focus page on LinkedIn
- Large-scale digital distribution via associations, institutions,
   multipliers with links to professional networks and platforms,
   networks of local IHK institutes, influencers and industry experts
- Direct transfer to network partners from schools,
   colleges and universities, education centres



