

Jo'burg's biggest career drive is back

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Leader in integrated marketing solutions, PenQuin International, is proud to bring the second Star Workplace Expo to the Coca-Cola dome on 19-21 March 2010. South Africa's biggest career drive has stimulated incredible demand in both Johannesburg and Cape Town in 2009, and is geared to bring diverse, superior exhibitors and visitors together in an environment that will foster productive interaction and generate qualified leads.

The first Star Workplace Expo in March 2009 attracted 14 500 visitors and 70 exhibitors - one of the biggest for a first-time exhibition held at the Coca-Cola dome for many years. Workplace Expo continued this success in Cape Town in September. Dubbed "a wonderful creation" by Minister Alan Winde, MEC of Finance, Economic Development and Tourism; the Expo received overwhelming support from the Western Cape governing bodies including the City of Cape Town.

The 2010 Expo will once again provide an opportunity for learners, students, careerists and the unemployed to interact with organisations from the private, public, tertiary and recruitment sector. Visitors will gain information on available career and study opportunities; resources that will give them a strategic advantage in the competitive employment sector.

Corporate and learning institutions are encouraged to exhibit and to utilise The Star Workplace Expo as a platform for choice brand positioning and networking. The Expo will launch the following; 'Learning Point', 'Speaker's Arena', 'Entrepreneur & Small Business Pavilion', 'Career Show', 'Literacy Competition', 'Interview Booths' and 'Meeting Areas'; initiatives that will provide exhibitors with avenues to highlight critical growth areas and promote professional advancement opportunities.

Major emphasis will be placed on direct marketing initiatives with schools and tertiary institutions to attract the right calibre of visitor, realising exhibitors a measurable return on investment through their presence at The Star Workplace Expo 2010.

For more information visit: www.workplaceexpo.co.za

Exhibitor package deals now available:

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