

# Careers, study info at 2010 expo

**THEO GARRUN**

THE SECOND annual Star Workplace Expo will take place at the Coca-Cola Dome from March 19 to 21, 2010.

The is geared to bring diverse, superior exhibitors and visitors together in an environment that will foster productive interaction and generate qualified leads.

The first expo, held in March this year, 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.

It continued this success in Cape Town in September, receiving 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 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 at and to utilise The Star Workplace Expo as a platform for choice brand positioning and networking.

The expo is aiming to increase its multi-national corporate exhibitors to 100, along with an added presence from the educational sector.

Learning Point will be showcasing the top independent school institutions by presenting in an exciting way the many aspects of school life including

music, song, and dance as well as interactive art displays.

This platform will serve as a cost-effective way for parents and pupils to reach and assess a wide cross-section of the top independent educational institutions.

In conjunction with Learning Point will be Global Education that will be exhibiting more than 10 international universities and further learning institutions offering study opportunities abroad.

An entrepreneur and small business pavilion with special cost-effective exhibitor package rates will be offered to encourage smaller and “one-man” business setups to exhibit.

There is also a speaker's arena – a dedicated area on the exhibition floor with full audio visual, stage and grandstand style seating, where industry specialists, life coaches and career counsellors will make presentations.

Interview booths and meeting areas will be available for recruitment initiative and personal dialogue.

An exciting addition this year is a competition promoting literacy along with career advice, where qualifying participants will compete against each other on stage and win prizes.

An extensive marketing campaign in excess of R3 million where major emphasis will be placed on direct marketing initiatives with schools and tertiary institutions to attract the right calibre of visitor, will realise exhibitors a measurable return on investment through their presence at the expo.

● For more information visit [www.workplaceexpo.co.za](http://www.workplaceexpo.co.za)

