



Client: Gatwick Airport & 45 partner companies (airlines/retail/service/security)

Service: Design and deliver a jobs fair for airport service partners

Industry: Airport/airline/service

Business challenge: In an area of high employment, recruitment is a key enabler of a sustainable airport operation. Each year in excess of 1,000 new employees are needed.

Solution: The Gatwick Airport Jobs Fair showcasing 50 employers from the Gatwick Airport ecosystem. Building awareness of opportunities with the aim of specifically filling vacancies. We designed an open environment to encourage visitor interaction, longer dwell times and a variety of touch points. egi:live led the external promotional plan, exhibitor recruitment/involvement, app design (with Crystal Interactive) and all aspects of the visitor and exhibitor experience.

Results: The Jobs Fair is now established on the Gatwick and partners calendar as a strategic enabler of the airports future plans;

- Recruited over 50 exhibitors
- Attracted over 1,000 visitors
- Over 1,500 job applications made as a result
- Planning for two more jobs fairs next year already underway
- This builds on over 10 years of business development work with Gatwick in the UK, Europe, North America, Middle East and Africa.