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MARBELLA



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VIVIMARBELLA
Business & lifestyle in Costa del Sol

RECRUITMENT & JOB FAIR

Marbella, 1st April 2022



The First Job Fair for English Speakers in the Costa del Sol

1st of April 2022

Marbella International University Centre

Marbella – Málaga – Spain | miuc.org



Organize



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In collaboration with



PREMISE

Marbella Town Hall organizes an Employment Fair annually in March, which is mainly attended by the public and Spanish companies.

Given the presence on the Coast of numerous foreign companies as well as English-speaking educational centers, it has become necessary to replicate the event, focusing on the demands of these targets.

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Marbella is an attractive cosmopolitan municipality for foreign businessmen who want to set up businesses and quality equipment here.



MIUC is a prestigious university center that annually trains suitable professional profiles in English to cover positions that are highly required by the foreign business industry.

ViviMarbella, as an agency focused on business & lifestyle will organize the event together with MIUC.



OBJECTIVES

The objective of the event is to promote the employment of young English-speakers trained in Marbella with a strong educational background in the most required areas of the current labor market.

The business module of our area is not only focused on tourism and hospitality, and more and more international companies are establishing themselves that require specialized professional profiles in technology, marketing and new skills with fluency in English.

Thus, the objective is, to guarantee foreign students who have attended educational programs in Marbella, successful professional prospects. It is also an opportunity to offer companies in the geographical area, which need qualified talent to be competitive, the most suitable profiles.

MIUC being an institution with a culturally diverse demographic and a large venue suitable for hosting conferences and exhibitions is the perfect location to host this event

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COMPANIES INTERESTED IN THIS FAIR

This event is organized to cover a fundamental need of companies in the area that offer quality products/services to international clients and need young, dynamic, professional teams with languages.

Companies that would benefit from the fair:

- Law firms and consultants
- Financial services companies
- Banks
- Real estate/real estate
- Insurance companies, telephone companies, etc.
- Private clinics of any kind
- Shops/warehouses
- Car rentals
- Gyms and sports centers
- Communication and marketing agencies
- Education centres and Universities
- Hospitality and tourism companies
- ... and to all types of independent professionals

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ADVANTAGES FOR COMPANIES

- Obtain suitable candidates that fit the required professional profiles in one day and in person
- Network with potential clients, collaborators or related institutions and companies that can generate more business Flow
- Raises awareness of the company: a company that seeks professional profiles is always positively valued by the social and economic environment
- Increase media visibility: the event will be published in the press since all the media will be invited
- Alliance with MIUC: a private international university center whose students belong to families with high purchasing power that invest in Marbella
- Alliance with ViviMarbella: a medium that disseminates business and lifestyle content globally.

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PROGRAM

April 1 – from 10 a.m. to 6 p.m.

exhibition area

Each participating company will have a booth (table/chairs, poster) to receive candidates, promote their offers, display their informative material.

conference area

The event will also have a training purpose on legal/labour issues that are of interest to both companies and foreign workers when hiring staff (regulations, rights, visas, sick leave, compensation, temporary contracts, scholarships, etc.).

workshop area

There will also be conferences on how to write a CV, acquire soft skills, manage interviews, recruiting, etc. For this, we offer HR professionals, coaches, consultants and experts the possibility of organizing presentations, talks and proposing their services.

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HOW TO PARTICIPATE



Public/candidates in search of employment:
free entrance



Companies looking for staff:
€ 90 Own stand/desk, web presence, access to conferences, free bar.

HOW TO COLLABORATE

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Company/professional that offers conferences, training workshops, talks: € 200 for each presentation/talk/workshop.



Technical sponsor: exchange of their services + € 300 base fee. Physical space and visibility to agree.



Main Sponsor: 3,000 euros
Company logo on all promotional material, participation in the press conference, presence in the ViviMarbella newsletter, advertorial + 6 months banner in the ViviMarbella.com magazine, ad hoc physical space, placement of posters, media interview.

MIUC's mission is to develop a university that is international in its mindset and teaching methods to enable faculty and students from diverse ethnic and cultural backgrounds to live, learn and explore together, building a distinct forward-thinking community of knowledgeable, internationally trained creators and professionals.



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WHAT MIUC DOES



MIUC's goal is to educate students for a cosmopolitan and multicultural future by nurturing students with individualized academic attention, helping them reveal their talents, articulate their convictions, and ultimately build their academic and professional life.



PROGRAMS AT MIUC

BA & MA	BA & MA	BA	BA & MA
International Business	International Relations	Media and Journalism	Marketing & Advertising

COMPETITION AND CAREERS

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Identify problems related to marketing and advertising activities and apply critical thinking to find and evaluate solutions.

Apply personal skills to navigate successfully in an ever-changing and cross-cultural international/political/technological atmosphere.



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Establish and maintain a network of professional contacts to take advantage of opportunities

Understand the ethical obligations and responsibilities of Marketing and Advertising and evaluate ethical dilemmas.



PROFESSIONAL ACHIEVEMENTS

Be an employer or employee in attractive positions, and with the appropriate experience, such as:

- Marketing Manager in companies, public institutions, non-profit organizations
- Management careers (project management, brand management, etc.) in small, medium and/or international companies in any sector
- Market researcher at consultancies
- MBA (with suitable work experience)
- MA/MSc Marketing and Advertising
- Master of Public Relations

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INFORMATION AND CONTACT DETAILS

The Employment Fair (focused on the Spanish language) organized by the Marbella City Council will be on March 16 at the Palacio de Congresos, in which MIUC and ViviMarbella will also participate.

The City Council will also promote the "Recruiting & Job Fair" (April 1, 2022) given its commitment to the foreign community and the strong interest in attracting investment and talent in the city, therefore it will collaborate in the positive development of the event.

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