

ECTF'18

15-16 OCTOBER 2018 VODAFONE PARK



ECTF'18

Editor : Career and Talent Management Association (CTMA)
Host : Beşiktaş JK
Catering Services : Divan
Technical Service : Stagecraft

As the Career and Talent Management Association we are bringing you together with the studying or graduate engineers from all around the country for the fourth time this year. Our aim is to provide equal opportunity for the young engineers, while meeting the companies together with the talents they need.

Just like the previous years Engineering Career Fair Turkey (ECFT) is taking place at the start of the academic year on October in Vodafone Park.

ECTF which focuses on the engineering field is offering important opportunities to companies, public technology institutions, professional societies and NGOs that are active on the fields of industry and technology.

By attending ECTF to directly communicate with the “4.0 talents” that are essential to digital age;

- “DISCOVER THE TALENT AND EARN THEM TO YOUR ESTABLISHMENT”
- “IMPROVE YOUR BRAND VALUE AS AN EMPLOYER”
- “TAKE YOUR PLACE IN THE NATIONAL NETWORK OF ENGINEERING, INDUSTRY AND TECHNOLOGY”

FROM UNIVERSITIES THAT ARE ALL AROUND TURKEY

- Engineering students
- Newly graduated engineers
- Experienced engineers

ENGINEERING CAREER FAIR TURKEY

ENGINEERS ON THE FIELD





DISCOVERING THE TALENT: CAREER ACTIVITIES

1. TEA HOUR

We are creating an effective environment for the managers to directly communicate with the young talents, share their experiences and discover candidates suitable for the cooperate culture.

2. WORKSHOPS & CASE STUDIES

By determining the priorities of your institution, you can arrange workshops with the attendance of interested students and graduates. You can form an interactive networking environment for brainstorming where many different ideas are discussed and different applications. You can arrange a session that produces solution alternatives and leaves major impact in a short time via groupwork involving a real topic and problem with case studies.

3. APPLICATIONS AND INTERVIEWS

In ECFT, you can discover and earn the talents for your institution which it needs or may need in the near future. Through CTMA Talent Platform (CTMA-TP) you can publish online job or internship posts before the fair. You can hold meetings without losing time within the venue in the special lodges that are allocated for you or in your stands, with the candidates who applied to your positions and the candidates you will meet during the fair.

4. SURPRISE ACTIVITIES

You can organise unique games, competitions, surprise draws etc. To increase the interest of the students and the graduates to your institution.





CAREER AND TALENT MANAGEMENT ASSOCIATION TALENT PLATFORM (CTMA-TP)



“Companies attending ECTF directly reaches to the talents not only for 2 days a year but for the whole year instead”



CTMA-TP is an online career platform where university students and graduates upload their background information while companies post vacancies and reach a CV pool through their user accounts.

Aside from CV searching and vacancy posting, employers grab the opportunity to increase their brand awareness among talents from universities by editing their institutional profiles.

The CTMA-TP has the advantage of being an “up to date database only including the talents from universities who has a consciousness in the field of careers”. Only the firms that attend the CTMA career events has a yearlong exclusive access to the CTMA-TP.



PUBLICITY OPPORTUNITIES



There are national scale publicity campaigns taking place to increase the awareness of the talents about the fair and to reach out to the institutions who need these talents.

All the sponsors and the participants of the ECFT'18 will take place in the following domains for publicity

- National press and sport media
- Social media, internet and e-mail announcements
- Promotions in university campuses
- Event guidance leaflet



PARTICIPATION ALTERNATIVES

You can take place in ECFT as a sponsor or a standard participant.

There are two locations available within the Vodafone park for your stand: Panoramic Lounge and 1903 Lounge.

The 1903 Lounge is the area that the students enter first, the doors within 1903 corridor allow direct access to the tribunes. On the other hand, Panoramic Lounge located after the continuation of the 1903 corridor is the section with the view of the pitch. It is also possible to access the tribunes from this section which has all its side facing the pitch covered with glass.

CLICK HERE to see the last year's sponsors and standard participants.



RIGHTS GIVEN TO THE SPONSORS

- The logo and the name of the firm will take place as “Panoramic/1903 Lounge Sponsor” in the domains below. (For more detailed information on the publicity domains you can visit the “Publicity Opportunities” section)
- ECFT Printed materials
- CTMA website (a link to the firm’s website will be provided)
- CTMA-TP student/graduate webpage
- Websites of the supporting universities
- All the websites where ECFT’18 is promoted
- Mailings
- Promotions in the press
- All the written and visual materials in the venue
- Advertising board and overpass promotions that belong to the Istanbul Metropolitan Municipality
- Advertising boards in university campuses
- A lodge will be provided for 2 days for events like Tea hour, interview, information session etc that aimed towards students and graduates.
- The sponsor’s logo will be printed on the “guidance leaflets” that will be given to the visitors.
- Depending on the firm’s preference a stand area of 7,12,15 or 18 m² will be provided in the venue.
- A 5-people lunch will be provided for every sponsor firm.
- If demanded in the contract, 1 table and 2 chairs will be provided to be used in the venue.
- Within the duration of the fair it will be possible to give out promotion materials and do prize draws.
- The firm’s logo will take place in the ECFT’19 website under the “Last year’s sponsors” section with a link to the firm’s website.

On the CTMA-TP platform;

- Right to use the services for free will be given for a year.
- Support for employer profile editing will be given (materials will be provided by the sponsor).

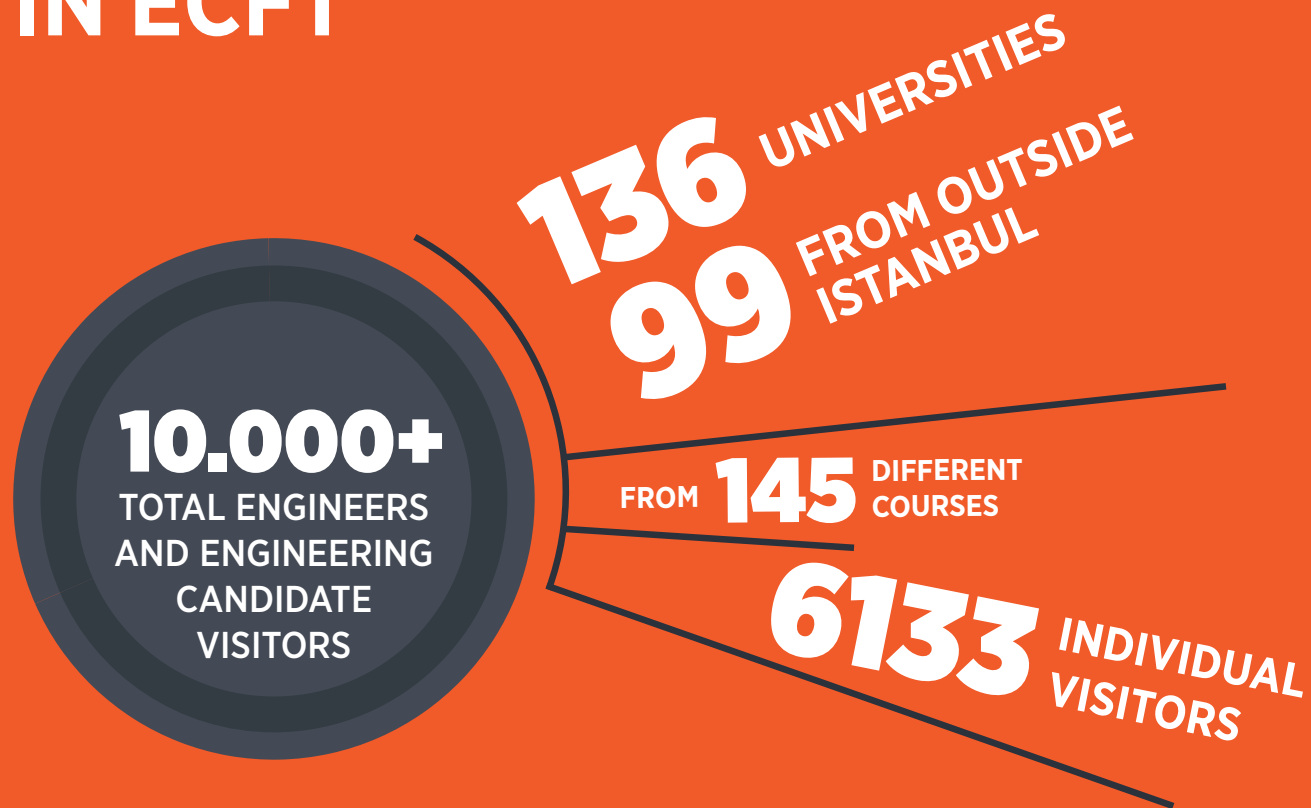
ENGINEERS ON THE FIELD

RIGHTS GIVEN TO THE STANDART PATICIPANTS

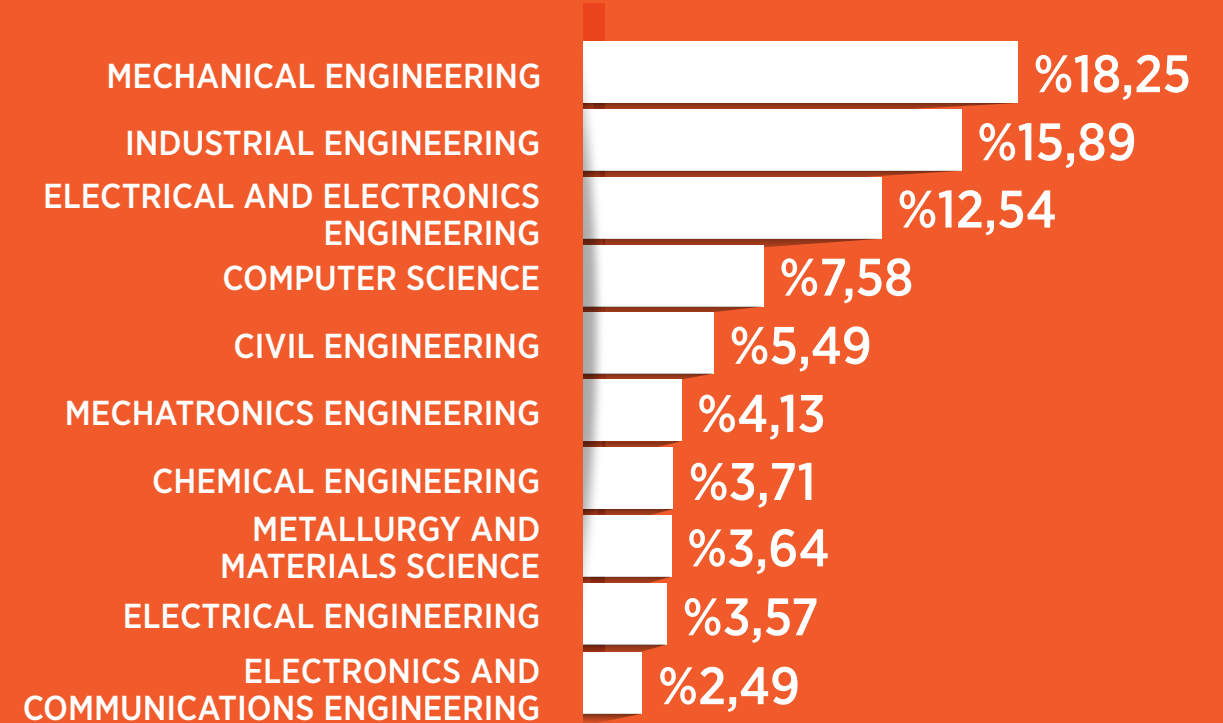
- The name of the firm will be included in the CTMA website under “Participant Firms” section.
- Right to use CTMA Talent Platform’s services for a year will be given
- For every participating firm, lunch for 2 people will be provided
- Depending on the firm’s preference minimum of 4 m2 or 6 m2 stand area will be provided*
- Space will be given in the lodges for free in case the firm wants to hold Tea Hours, workshops, case studies and interviews.
- If demanded in the contract, 1 table and 2 chairs will be provided to be used in the venue.
- Within the duration of the fair it will be possible to give out promotion materials and do prize draws.
- The firm’s logo will take place in the ECFT’19 website under the “Last year’s sponsors” section with a link to the firm’s website.

** 6m2 stand areas have 3 m length and 2 m width. 4 m2 stand areas have 2m length and 2 m width. Ceiling height is 220 cm at maximum. Firms have the option to buy two standard stand spaces.*

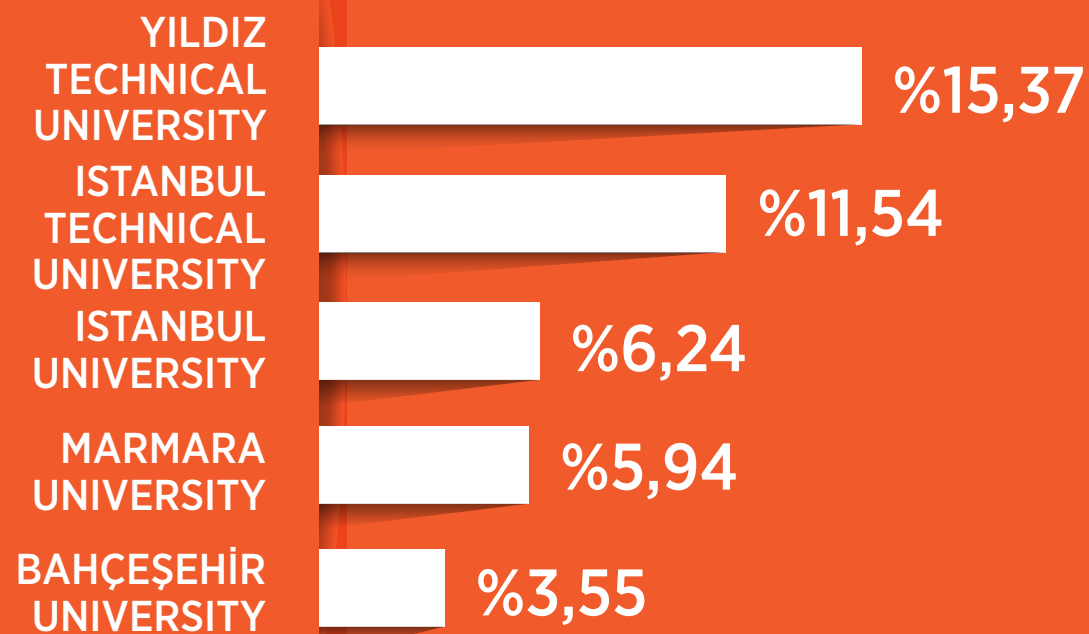
LAST YEAR IN ECFT



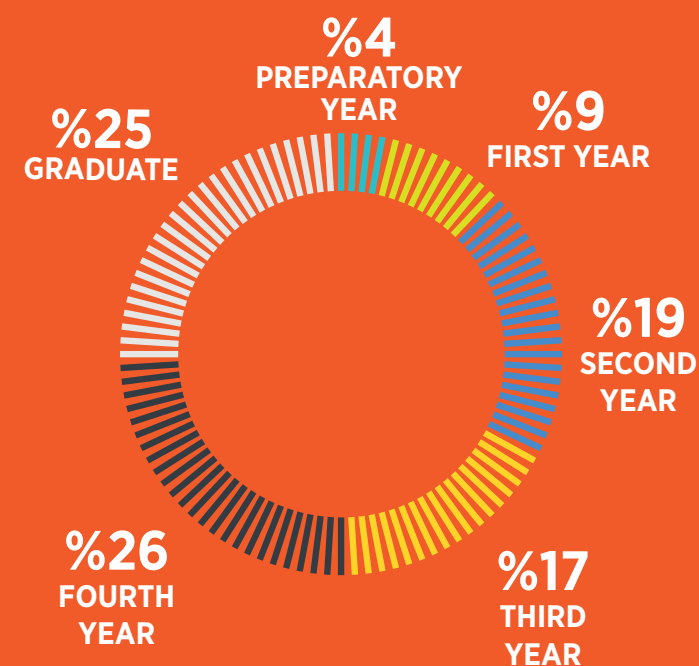
TOP 10 COURSES THE VISITOR COME FROM



TOP 5 UNIVERSITIES THE VISITORS COME FROM



DISTRIBUTION OF VISITORS BY YEAR OF STUDY



6 PRESENTATIONS IN THE CONFERENCE HALL

1,463 APPLICATIONS BEFORE THE PRESENTATIONS

129 EVENTS 36 LODGES

10,762 APPLICATIONS BEFORE THE EVENTS

4 VODAFONE EVENTS IN THE RED LOUNGE

477 APPLICATIONS BEFORE THE EVENT

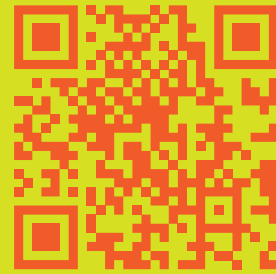
To see the ECFT'17 photographs:
www.flickr.com/kyyd/albums



To see the visitor and firm interviews:
www.youtube.com/KariyerveYetenekYonetimiDerneği



ENGINEERING CAREER FAIR TURKEY
ECTF'18



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