



High impact Student Recruitment Events

Meet thousands of prospective learners aligned with your courses and training programmes to accelerate enrolments.

Many attendees arrive looking for a job and enrol on a course.

Trusted by Course Providers Across the UK

Lots of interest! Very successful – 24 new students signed up! We have been sponsoring this event for 10 years now.



Exhibited at 21 events



Many visitors interested in doing a degree! We didn't expect to attract that much attention from a job show. It was very well organised and we had a great success!



Exhibited at 3 events



Trust us it's worth every penny



Exhibited at 9 events



Good show again. Even greater than last year.



Exhibited at 6 events



We have had so many people that are interested in our courses.



Exhibited at 6 events



Great footfall and some highly suitable candidates for the program.



Exhibited at 14 events



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Face-to-Face Student Enrolment That Delivers

Amazing! We will definitely be joining again because we met over 200+ people who would be perfect.

William College



We signed up 80 new learners for our courses at our first show. Very effective!



Exhibited at 5 events



600+ applications. Very busy, lots of talent!



Exhibited at 15 events



Busy event with a diverse audience who were interested in our degree courses.



Exhibited at 3 events



Great, very busy! Great for networking we met over 200+ people who would be suitable.



Exhibited at 3 events



Very good. A lot of interest!



Exhibited at 10 events



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How the Job Show Works

Job Shows are a high-impact platform built to accelerate course enrolments.

Visitors are motivated to take the next step in their career or education, seeking upskilling, retraining, or immediate course enrolment.

Course providers exhibit with a recruitment stand where they can:



meet prospective learners face-to-face



Identify learners ready to start immediately



promote courses, funding options and career outcomes



Convert interest into on-the-day enrolments



Major UK Recruitment Venues

Events take place at high-footfall venues, including:



London Job Show

Westfield (Shepherd's Bush)

15th & 16th May | 16th & 17th Oct 2026



London Job Show

Westfield Stratford City

5th & 6th March 2027



Manchester Job Show

Trafford Centre

25th & 26th Sep 2026



MK Job Show

centre:mk

11th & 12th Sep 2026

These locations attract visitors from across Greater London, Greater Manchester and the wider Milton Keynes region, as well as surrounding commuter areas. Most visitors travel from within a 20–30 mile radius of each venue.

Typical event footfall ranges between 24,000–34,000 visitors across the two-day event. In addition, the shopping centre venues welcome over 100,000 visitors while the event is open, giving exhibitors exposure to a large additional audience alongside attendees actively visiting the Job Show

From Jobseeker to Learner

A significant proportion of attendees arrive looking for jobs—but enrol on a course that helps them move forward faster.

This creates a unique conversion opportunity not available through traditional education marketing channels.

Active and Passive Learners

Visitors attend seeking their next step, whether that's employment, upskilling, or retraining.

While many arrive job-focused, a large percentage are open to courses when presented with the right opportunity.

The high-footfall venue environment also introduces you to passive prospective learners - individuals not actively searching for courses online but highly receptive in person.

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Strategic Regional Reach

Connecting you with prospective students across the region

Our events are strategically located in high-footfall, accessible venues to ensure a diverse and expansive prospective learner audience. We attract visitors from a 60-minute catchment area, allowing you to promote your courses to a wide regional audience.

Show	Location	Date
London Job Show	Westfield London	15 & 16 May 2026
MK Job Show	centre:mk	11 & 12 September 2026
Manchester Job Show	The Trafford Centre	25 & 26 September 2026
London Job Show	Westfield London	16 & 17 October 2026
London Job Show	Westfield Stratford	5 & 6 March 2027

The 60-Minute Talent Radius

Activating the region:



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Real enrolment outcomes

Course providers attend Job Shows to accelerate learner enrolment and engage directly with prospective students who are ready to take the next step in their career.

Typical exhibitor outcomes include:

1,000's

prospective learners attending each event

200-1,000

new learner enquiries generated

Immediate

conversions from conversation to sign-up

Traditional student acquisition channels can be costly, competitive and slow to convert. Job Shows provide a high-intent environment.

One or two enrolments can cover your full event investment.

A highly efficient and scalable learner acquisition channel.

- Enrol learners directly at the event
- Generate high volumes of qualified course enquiries
- Convert career changers into students
- Build a strong pipeline of prospective learners
- Secure paid enrolments on the day

Proven Results from Course Providers

Job Shows consistently deliver high-impact enrolment outcomes for course providers across a wide range of sectors.

- Some providers have enrolled up to 80 learners at a single event
- Many generate significant enrolment volumes within just two days
- On-the-day conversions are common, with learners committing immediately after speaking with providers
- In some cases, providers have secured paid enrolments before the event has even finished—covering their entire event investment

A large proportion of attendees are career-focused and motivated to take action now - making them highly responsive to course opportunities that align with their goals.

Many attendees arrive looking for a job - but enrol on a course that provides a faster or more suitable route into their chosen career.

This creates a powerful and unique opportunity to engage individuals at the exact moment they are ready to make a change.



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Course-Led Learner Marketing

Refined over 12 years, our marketing strategy is dedicated to attracting prospective learners aligned with your courses and training programmes. We deliver a targeted 4-week campaign designed to drive high-quality, high-intent individuals



Targeted Learner Matching

- **Search-Led Targeting:** We invest heavily to place the event in front of individuals searching for career progression, training and course opportunities aligned with your programmes.
- **Smart Video Retargeting:** Based on those searches, we deploy follow-up video adverts across the Google network to keep the event top-of-mind.
- **Live Campaign Optimisation:** We monitor the interests and intent of registered attendees, allowing us to adjust marketing spend weekly to ensure strong alignment with your course areas.

Comprehensive Multi-Channel Outreach

- **Digital & Social:** Targeted campaigns focused on career change, upskilling and education pathways
- **Search & Online:** Promotion across search platforms and our in-house audience channels
- **Local & School Outreach:** PR campaigns, partnerships with schools and colleges, and regional promotion to engage early-career learners
- **Shopping Centre Media:** On-site digital screens driving high footfall and awareness
- **The Job Show Magazine:** A high-quality printed guide distributed to all attendees

The Passive Learner Advantage

By hosting our events in high-footfall venues, you gain access to a large pool of passive prospective learners, individuals not actively searching for courses online but open to new opportunities. Many attendees arrive looking for a job but enrol on a course that better supports their next step.



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Recruitment Platform & Mobile App

Technology helps exhibitors capture, organise and follow up with prospective learners efficiently during and after the event.

All exhibitors receive access to the **Job Show Mobile Scanner App**, allowing teams to capture attendee information instantly during the event.

Exhibitor teams can:

Scan

visitor QR codes

Access

learner suitability and interest

Record

notes from conversations

Export

attendee data for follow-up

Astronaut Jobs Recruitment Platform

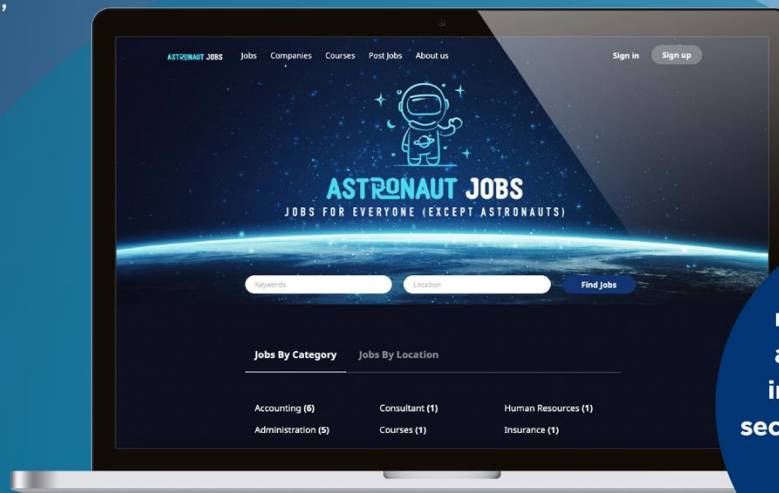
Astronaut Jobs supports learner engagement and course promotion before and after each Job Show.

It allows organisations to continue receiving enquiries and managing prospective learners beyond the event itself, extending engagement and increasing return on investment. Features include:

- course promotion tools
- integration with internal systems
- attendee profiles created by Job Show visitors
- screening and follow-up tools

Every Job Show visitor automatically creates a profile on the platform, allowing exhibitors to continue engaging with the event audience.

The platform also helps organisations track enrolment outcomes and measure event ROI.



The app is fantastic. A quick way to connect with candidates

We really like the app. It's allowed us to stay paper free

Astronaut Jobs is easy to use, modern and time efficient. We have been able to hire candidates from the platform

Features include:



Automated course posting



Candidate profiles created by Job Show visitors



Screening and shortlisting tools



ATS integration

Astronaut Jobs recruitment platform access (£999 value) is included for exhibitors securing their stand before the early booking deadline.

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Choose Your Stand Space

Which stand size best fits your team and your enrolment plans?

Included With Your Stand

- printed back wall graphic panels
- shell scheme stand structure
- power, Wi-Fi, two spotlights
- table, tablecloth and two chairs
- company profile on the event website
- logo in event magazine and marketing
- bespoke social media promotion
- full use of our mobile scanner app

Back Wall Graphics

Exhibitors provide their artwork and our team prints and installs the back wall graphic panels before the event.

Your stand is fully prepared when you arrive, and the printed panels are yours to keep after the event.

**Multi-Event
Booking Discount**

10%

Two Events

15%

Three or More Events



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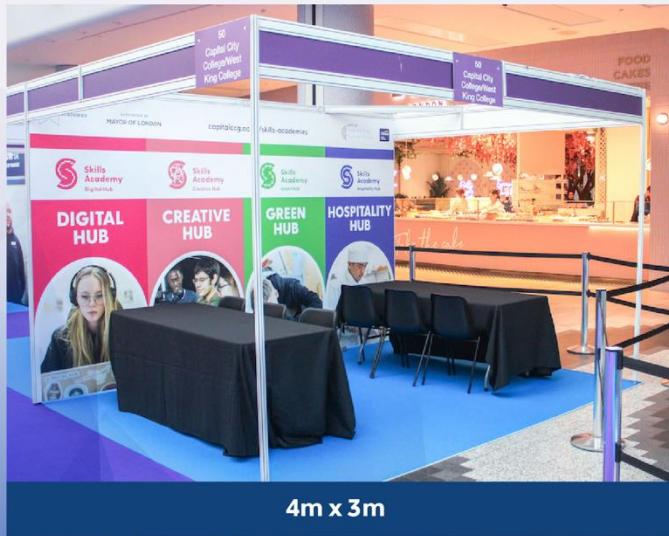
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Bring your brand to life

See how exhibitors use their space to stand out, engage with candidates, and create lasting first impressions.



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Event Sponsorship

Sponsorship options are available for organisations seeking elevated exposure both pre-event and during the show

Headline Sponsor

Minimum stand size: 6m x 4m

This premium package delivers standout exposure across the venue, event marketing and our digital channels.

- Unified event & brand logo integration across all media
- Double-page magazine spread
- Four seminar sessions
- Prime stand position
- Two double-sided ceiling banners
- Two fully branded pillars
- Carpet colour of your choice

We offer one Headline Sponsor position at each event for maximum brand visibility.

Event Sponsor

Minimum stand size: 4m x 3m

- Premium website placement
- Logo on magazine cover
- Full page magazine advert
- Event banner display
- Logo on seminar theatre wall
- Carpet colour of your choice
- Two fully branded pillars
- Branded stand pillars
- Seminar session



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Plan Your Student Recruitment Strategy

Job Shows enable course providers to engage with hundreds of prospective learners face-to-face, assess suitability quickly and guide learners toward the right course, often converting interest into enrolments on the same day.

Whether you are looking to scale enrolments, reach new audiences, or access passive learners not engaged through traditional channels, Job Shows provide a proven platform to deliver results.

Ready to secure your position?

Whether you are ready to book or simply exploring the best way to reach our audience, we are here to help you navigate the options.

SCHEDULE A VIDEO CALL

Let's explore your recruitment plans and walk through the options to ensure you maximise your results from the show.



GET IN TOUCH

If you have a specific question or need a tailored quote, we can provide the insights you need to move forward.



INFO@JOBSHOWS.CO.UK



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