



**THE OXFORD
CULTURAL COLLECTIVE**
EATING · DRINKING · THINKING

HOSPITALITY, TRAVEL AND TOURISM

FUTURE CAREERS FAIR 2021 (online)

28 MAY – 12 noon to 2.30pm

Call to unite employers in hospitality, travel and tourism

This has been a tough time for graduates who want to build careers in hospitality, travel and tourism and related industries. Employment opportunities have been limited and prospects for the future remain uncertain. However, we know that the industry shares a commitment to the graduates of 2019, 20 & 21 who have invested their time, money and aspirations in their education.

Representation Plus and the *Oxford Cultural Collective* are collaborating to stage an online careers fair on 28 May 2021, with the purpose of supporting graduates and re-engaging them with top employers. As we emerge from lockdown, the event will reassure graduates that hospitality, travel and tourism remain vibrant sectors in which to build fulfilling management and leadership careers.

The Hospitality, Travel and Tourism Future Careers Fair will bring together 500 graduates from across Europe with up to 30 employers who are seeking talented and motivated recruits. The turnkey event will take place over 2.5 hours. This will be a collective effort to serve the future needs of the industry and help companies demonstrate their corporate responsibility.

The ezy Virtual Events platform

Using **ezy**, an intuitive, flexible, virtual events space, ensures the careers fair will operate in a smooth and professional manner. It will feature an auditorium for keynote contributions, branded meeting rooms for employer presentations, exhibitor stands and a BYO café for informal chats. A fully-staffed help desk will be open throughout and technical support will be on hand.



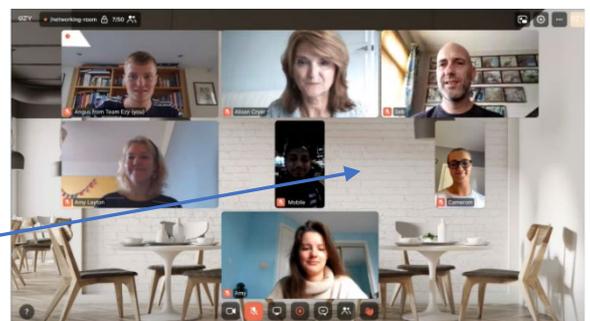
Students will enter through a lobby, watch the welcome video and then select their next destination, which could be a scheduled employer presentation or interview. They can book in advance for specific presentations, or hope to get walk-in entry.

Each exhibitor will have a virtual stand and private meeting room dedicated to the exhibitor. Rooms can be fully branded, with all branded assets are provided in advance by exhibitors for ezy to setup the stands and meeting rooms.

In their private meeting rooms, exhibitors can stage recruitment presentations, show videos, have open discussions and conduct drop-in sessions and one-to-one interviews. Exhibitors will receive support in scheduling an engaging mix of activities.

Each room has access to twelve cameras, enabling contributions from presenters who are in different geographical locations and can host up to 50 attendees at any one time.

Assets supplied by the exhibitor for the digital and video library will be uploaded by the ezy team and remain accessible and available for download for registered students, for 24 hours from the start time of the careers fair.



Benefits to exhibitors

Most exhibitors will be hospitality, travel and tourism industry employers or recruiters who are aiming to connect with motivated graduates from across Europe. Exhibitors will:

- Be part of a collective effort to show that hospitality, travel and tourism is open for business and seeking talented recruits;
- Have access to up to 500 final year students and recent graduates from highly regarded hospitality and tourism schools from across Europe; and
- Feature in pre-event publicity, focused on a shared commitment to encouraging young talent.

In addition, exhibitors will be invited to share bespoke information in advance of the careers fair, to be distributed directly with educational institutes across Europe. This could include profiles of graduate employees (as a source of inspiration to potential new recruits), company values and recruitment criteria.

How to become involved:

- Join us as an exhibitor by making a donation to cover costs (details on enquiry).
- Introduce/recommend the event to your colleagues who may also wish to be part of the campaign.
- Suggest topics for inclusion in keynote contributions.
- Follow-us and share us on social media.

Please note surplus revenue will be dedicated to hospitality and tourism scholarships and educational programmes offered by the Oxford Cultural Collective Trust (registered charity number 1191568) and the Representation Plus Foundation.

Contact: dsloan@oxfordculturalcollective.com/alison@representationplus.co.uk

