

her PR

herPublicRelations supports you with
Content Marketing and Storytelling for Your Employer Branding



@her_CAREER_de,
#herCAREER



herCAREER.de



herCAREERChannel



flickr.com/messerocks



hercareer



her-career.com/podcast



linkedin.com/
company/hercareer

CONTENT PARTICIPATION

- ➔ **Time unit at the herCAREER auditorium per 20 min. for a role model lecture or per 45 min. for a panel discussion**
(bookable for max. 3 companies)

UPGRADE: INTERVIEW – PREMIUM MEDIA PACKAGE

(Requires the booking of a presentation to introduce a role model.
The package includes an interview with the role model incl. press release.)

- ➔ **Book presentation at the Authors-MeetUp of herCAREER per 30 min., incl. moderation**
(The book should not be older than 3 years at the time of booking.)

UPGRADE: INTERVIEW

In addition to your book presentation at the Authors-MeetUp of herCAREER, a written interview can be booked. After defining the contents we will send you three questions. The answers will be provided by the author in form of a continuous text.



→ Interview – Series herWHY

What can the specific job do for a woman? What is their impact or room for change? Women are looking to fulfill their “why” and purpose through their profession. Therefore, in the interview series herWHY women explain their profession from their own personal perspective and describe the benefits they bring to the company. In authentic interviews they report how they got where they are in the company today. We want to show which career path women did take but also which alternative solutions can be chosen. We want to make these women visible and describe how to emulate them.

The 5 questions refer to:

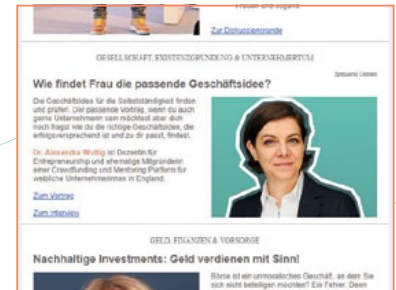
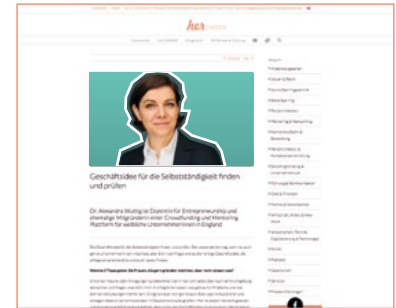
- company
- purpose of their activity
- possibilities of co-designing
- required competences
- personal talents

UPGRADE: Editorial preparation of interviews

(Forming continuous text from your keyword answers, by the PR team of herCAREER)

UPGRADE: Teaser of a booked interview in the herCAREER newsletter

(max. 150 characters incl. spaces, plus picture if available)



CONTENT MARKETING UPGRADES

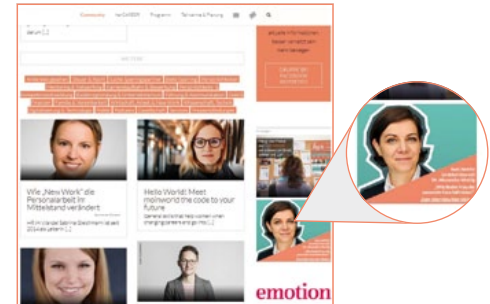
Upgrade your content-related participation and marketing measures with the following options:

→ Promotion in the herCAREER community

Highlighting your interview in the community section of the herCAREER website (format 300 x 250 px).

The graphical design is created by herCAREER. A photo of the interview partner will be provided by the exhibitor.

For this section there are 6 slots available – 3 will be visible simultaneously.

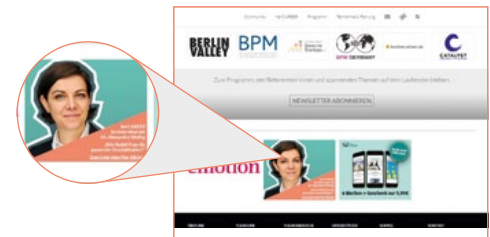


→ Promotion on the herCAREER website and subpages

Your interview can be highlighted on the herCAREER website and subpages (format 300 x 250 px). The graphical design is created by herCAREER.

A photo of the interview partner will be provided by the exhibitor.

For this section there are 8 slots available – 4 will be visible simultaneously.



NEWSLETTER AD

→ Advertisement in the herCAREER newsletter

(560 x 150 px) (The newsletter will be sent to approx. 5,000 subscribers.)



ENABLE AN AUTHENTIC INSIGHT INTO THE COMPANY WITH THE JOB-INSIGHTS INTERVIEW

Let's make it clear, the position in your company is unique, especially through the team and the people behind the job.

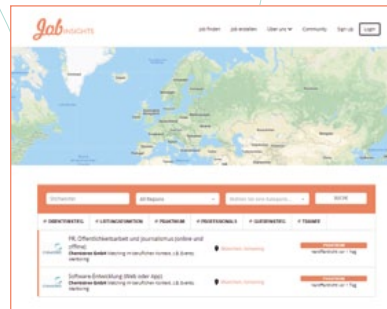
You already bring the most important item with you: Employees who stand behind the job and the tasks in the team.

With the Job-INSIGHTS.de platform, we enable you as an employer to give an authentic insight into your company and the culture of the departments. Turn your employees into influencers and let them tell what they value about your company as an employer. What is special about working in the department and in the team? They know it best!

Publications of job offers on Job-INSIGHTS.de are based on 10 questions, which the direct superior or an employee from the team of the vacant position has to answer.

A career level is assigned to the vacant position:

- ➔ Internship
- ➔ Trainee
- ➔ Direct entry
- ➔ Professional (>3 years professional experience)
- ➔ Leadership role
- ➔ Freelancer



JOB-INTERVIEW/S (JOB OFFERS)

With Job-INSIGHTS.de applicants receive authentic impressions from co-workers or direct superiors. They describe in an interview the vacant position, what tasks the new colleague will have to perform, and how they personally experience the corporate culture.

The questions refer to:

- Job
- Performance
- Interview partners
- Team
- Corporate culture



THE JOB-INSIGHTS PACKAGES

StartUps (up to 4 years
after foundation)



at no charge

1 job interview, edit jobs yourself,
duration 3 months

Exhibitors of
herCAREER



225 €

per job interview, edit jobs yourself
duration 3 months

Small and medium-sized
enterprises & corporates



325 €

per job interview, edit jobs yourself,
duration 3 months

Editorial preparation

The editing by the editorial staff can be booked in addition. A few keywords or a rough formulation are sufficient.

UPGRADE: Teaser of a booked interview in the herCAREER newsletter

(max. 150 characters incl. spaces, plus picture if available. The interview will also be played out via the social media channels of herCAREER.)

YOUR JOB ADS IN THE *her*CAREER EXHIBITION CATALOGUE

The *her*CAREER exhibition catalogue includes three parts, the alphabetical list of exhibitors, the classified directory and the (job-) ads of the exhibitors. The exhibition catalogue serves as a reference book for visitors to the fair. Publish your (job-) ads in the exhibition catalogue and provide the visitors with this reference book. The exhibition catalogue is already included in the entrance fee. Circulation approx. 2,500 copies.

Please note that when you book the entry or professional package for job advertisements, a maximum of 1 job posting per advertisement can be created.

→ **(Job-) Ads in the *her*CAREER exhibition catalogue**
Format 1/1, 4c: Image Ad 120 mm x 210 mm + 3 mm bleed, Job-Ad 102 mm x 192 mm (type area)

- One (job-) ad
- each additional (job-) ad
- Entry package - 6 (job-) ads
- Professional package - 11 (job-) ads



Your job-ads can be assigned to the following categories:

- Internship / Trainee
- Entry
- Professionals (with job experience)
- Leadership role

CONTACT & COMMUNICATION

ABOUT US

With *herPR*, we offer you various opportunities to make yourself and/or your employees visible for your company, and thus also close at hand! For example through a presentation at the *herCAREER* career fair or through interviews that we share within the *herCAREER*-Community. Or you can let applicants take a slightly different look at the vacancies in your company: *Job-INSIGHTS.de* is the somewhat different job exchange with personal and therefore credible interviews. Your advantage if you choose *herPR*: Your participation will be spread throughout the entire *herCAREER* community, if you like to.

herCAREER is the leading exhibition for women's career planning and the annual fixed point for career-interested women. The *herCAREER* supports women in their professional environment and offers relevant topics that help women to grow. The *herCAREER* fair will break down hierarchical levels and offer an exchange at eye level. The visitors have the opportunity to tap into the knowledge of the community, but also to learn from their experiences and the know-how of experienced role models and insiders.

For companies that are not involved in *herCAREER* as exhibitors, we offer selected advertising opportunities and a limited number of content participations, such as role model presentations. All year round we can continue to support you with the interview series *herWHY* and *Job-INSIGHTS.de*.



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