

10th, 11th & 12th
DECEMBER
2009

Employees of Excellence
Handbook-2009



EMPL  YEES of
EXCELLENCE
2009



EMPLOYEES *of* EXCELLENCE 2009

10th, 11th & 12th
DECEMBER
2009

Through this handbook, we will discuss employment fairs and how they offer you more than just CVs, they can be a perfect tool that saves time, money and effort. We will also discuss how you can fully benefit from all packages offered at employment fairs, where even the smallest items in a package can turn out to be highly useful when used properly.

The Power of
INTEGRATION

MSA University

The best of British higher education in Egypt

MSA University is the premium provider of British higher education in Egypt, where it provides its students with two bachelor degrees, one from Egypt and the other from either Middlesex University or Greenwich University in the UK. Adding to the premium education MSA provides, it also provides its graduates with numerous services. The most outstanding of these services, is MSA's career placement services that are provided through its Career Placement Center.

The Career Placement Center is an office run by MSA Students under the supervision of the HR department, with the vision to imprint Employees of Excellence event as the best employment fair in the region with the highest cost benefit ratio. This office doesn't only serve the MSA Students and Alumni but it also serves the Academic Degree Holders, these are qualified candidates with at least 3 years of experience and a postgraduate degree. This is achieved through MSA's employment fair "The Employees of Excellence".

Not only does the Employees of Excellence serve its attendees but it also serves the participating companies by providing them with fully integrated services, which satisfy all their Recruiting, Marketing and Training needs. To ensure the upmost satisfaction of its clients the Career Placement Center also customizes packages to ensure that we attend to our clients' specific needs.

The Power of Integration



Employment Fairs over the years

Employment fairs started out in the late 18th century. At the time, they were called hiring fairs and they quickly became the main source for hiring farm servants in Ireland. These fairs reached a peak in the late 19th Century where they acted as a forum for negotiation between the farm owners and laborers, where they negotiated on employment conditions such as lodging, wages and working hours. By the 20th Century, with the introduction of minimum wages and unemployment benefits, fairs of this type seemed to perish.



Hiring fairs reappeared in the late 20th century; however when they reappeared they were much more evolved. Employment fairs served much more than just farms and farm owners. Employment fairs at the time served communities, universities, specific specializations and even whole nations. During that time, job fairs usually included companies or organizations' tables or booths where resumes can be collected and business cards exchanged. In the college setting, job fairs were commonly used for entry level job recruiting.

Often sponsored by career centers, where they provided a convenient location for students to meet employers and perform first interviews.



Appearing in the Middle Eastern market in 1986, Employment fairs seemed to evolve even further till they reached the fully integrated service providers they are now. Today these fairs provide both employers and job seekers with a full range of services, not only recruitment services. These services include both Training and Marketing services. Ensuring that participating companies get the most out of what is usually a two to three day event. Not only did job fairs stop there, but they also entered the electronic market with Electronic job fairs, offering the same convenience online.

Employment Fairs

In General, an employment fairs' purpose is to cultivate a relationship between the employers and job candidates. Employment fairs offer employers numerous services, which aim at saving them time and effort while ensuring all the companies' vacancies are satisfied with highly qualified and suitable candidates.

The Employees of Excellence 2009 provides many services that cover all your requirements concerning Recruiting, Training, and Promotion.

The recruitment services we provide ensure that you get the BEST Calibers to employ who are both MSA graduates and students whom synergize the best of British higher education in Egypt with the Egyptian culture and Academic Degree Holders with post graduate studies such as Diplomas, Masters and PHDs with a minimum of 3 years work experience. This aims at integrating employers recruiting needs with the skills and qualifications of
THE BEST OF EGYPT.

The Marketing services guarantee that you get all your promotional needs covered including Mass Media Advertising, Print Media Advertising and Direct Marketing.

Our services also grant you the opportunity to cover all your training requirements through Formal Training sessions and E-Learning services.

How to maximize your benefits

Exhibitor:

Participating as an Exhibitor provides you with a prime booth location which will allow you to collect the CVs of the attendees of the fair. Adding to that, you will get the opportunity to benefit from our recruitment contract. That will provide you with ongoing recruitment services.

So in-order to fully benefit from such participation, we advise you to develop a screening system which will insure that you will get the most out of the CVs and keep full track of all candidates. Placing posters and banners in your booth or bringing your own customized booth will attract the attendees, as well as giving giveaways which will remind the attendees of your presence in the fair. Using the event booklet will be very beneficial where you could place the most attracting vacancies that you have which will attract the booklet readers to your booth.

Golden:

Participating as a Golden Sponsor provides you with a 4 months annual recruitment contract that will help you fill your vacancies with the appropriate qualifications which will save you a lot of time, effort and money. More over you will also get acknowledgement as being a Golden Sponsor in business magazines where your company's logo will be seen by those involved in the business world.

To make the most out of this package you could use the sound announcements to inform the attendees about any vacancies that you have or about any giveaways that you are trying to promote which will bring the attendees to your booth.

Platinum:

The Platinum Sponsor will give you promotional services such as acknowledgement as being acknowledged as the Platinum Sponsor in Al-Ahram Newspaper and business magazine advertisements where your logo will be seen by millions of people. You will also get the chance to directly promote your services and products through the promotional sessions that will be attended by up-to 50 attendees of your potential customers. Our marketing services also allow you to present your company in front of the representatives of the other participating companies through a presentation in our closing ceremony which will promote business to business relationships. Besides the marketing, this package includes a semi-annual recruitment contract that can be renewed which will allow you to fill any vacancies during this period and provide you with long term benefits.

To maximize your benefits from this package you could get your own tailored booth which will make you stand out and attract the attendees. Furthermore, the video announcements will be of benefit to you since you can advertise your presence in the fair on 5 LCD Screens that will be visible from the entire fair.

Principle:

With the principle package you will get acknowledged as being the Principle Sponsor on the two most heard radio stations in Egypt, Nile FM and Nogoom FM as well as the acknowledgement in Al-Ahram Newspaper and business magazine advertisements. Aside from the marketing services you will also get access to MSA's database which will contain the CVs of MSA's students and graduates which will help you to easily find the CVs with the qualifications you are looking for. Moreover you will get an annual recruitment contract which will help you fill your vacancies on a long term basis.

To benefit from the features in this package you could distribute flyers around the entire fair whether by leaving them for the front desk or to your assigned usher for distribution. The usher will be fully committed to you and your booth and will help you with tasks such as screening CVs, distributing your giveaways and any other task that needs to be done.

Headline:

The headline package integrates the three services. It gives you a 50m2 booth placed at the entrance of the fair which will attract the attention of the attendees; it will also give you the space to do on the spot interviews with the potential candidates. The Training services give you 10 soft skills training sessions to up-to 250 employees and online training for 50 employees with a supervisor account which will cover a great part of your training requirements. This package also has a wide range of marketing services ranging from mass media to direct marketing and an annual recruitment contract.

Electronic Services

The Career Placement Center strives to highly satisfy all its clients; in accordance we have developed our recruiting services. Where not only do we provide you with the best candidates in Egypt, we do it online, with our electronic recruiting services. Our electronic recruiting services use cutting edge technologies alongside a Point-Based-System.

The Point-Based-System:

The PBS is used to calculate the candidates total score according to the items on his CV (Academic Degree, Years of Experience, Trainings, Etc.). This allows you to quickly screen the candidates and find the most suitable ones that will satisfy your vacancy.

User Friendly:

The system also allows you to search and filter candidates according to any specific criterion or combination of criteria that you may see essential. For example, you can filter job applicants according to address, age, academic degree, language skills, etc.

Our electronic services ensure you get the highest quality of service, where you can easily find the best candidates using a user friendly interface, from anywhere at any time.





EMPLOYEES *of* EXCELLENCE

2009

In this handbook we have discussed employment fairs and how to maximize the benefits that you receive from your investment. We achieve this by suggesting approaches to use employment fairs in the most beneficial manner. We hope that this handbook will benefit you in any employment fair you choose to participate in.

For any further information please don't hesitate to contact us.

Ms. Sara Fouad

012 - 345 - 2780

Ms. Nadine AbdelRady

016 - 319 - 5369

*We are passionate about your
Satisfaction on*

*10th, 11th & 12th
DECEMBER
2009*

A word to the community...

We are all aware that the economic state around the world is in a downfall, and it doesn't seem to be turning around any time soon. Since profit is not our main objective, our services don't overlook this fact; on the contrary, they coexist with it, in a sense where they aim to make the situation a bit more endurable. We achieve that by ensuring that you get the most out of your investment, be it time, money or effort, by providing the highest cost-benefit ratio. Where we also provide the fastest and easiest recruiting services, in a hope to develop the whole recruitment process in Egypt, ensuring that, whether you are a job seeker or an employer, you find what you are looking for.

The Power of INTEGRATION.....