

A high-angle, black and white photograph of a crowded career fair. Numerous people are seen walking through aisles lined with various booths. Some booths have banners, including one for 'FASTENAL' and another for 'Financial Services'. The overall atmosphere is busy and professional.

Wathsefti

THE NATIONAL
CAREER FAIR

2023

THE ARENA JAN 5-6-7

OVERVIEW |

- ▶ ESTABLISHED IN 2018, **ZONE** IS CURRENTLY MANAGING 18 INITIATIVES IN DIFFERENT SECTORS.
- ▶ OUR EXPERTISE IS NOT INDUSTRY SPECIFIC, BUT RATHER BUILT ON CUSTOMER INSIGHTS AND KNOWLEDGE OF WHAT IS NEEDED AND WHAT WORKS.
- ▶ WE ARE COMMITTED TO BUILDING ENGAGEMENTS THAT LEAD TO RESULTS.
- ▶ MOST OF OUR INITIATIVES HAVE A COMMUNITY BENEFIT AND A SUPPORT PROGRAM FOR THE SEGMENT INTENDED.
- ▶ MOST IMPORTANT, WE BUILD PARTNERSHIPS THAT LAST.



WHAT PATH
TO CHOOSE

THE JEWEL
OF OUR
INITIATIVES


-WATHEEFTI-

THIS WILL BE THE FIRST
NATIONAL PROGRAM
ANSWERING THE
GOVERNMENT PLEA
FOR ACTIVE PROGRAM
THAT LEADS TO

CHANGE
CHANGE
CHANGE
CHANGE
CHANGE



- ▶ WATHEEFTI TRANSLATED AS MY JOB – MY CAREER
- ▶ AN INITIATIVE FOR THE COUNTRY SUPPORTED AND ENDORSED BY THE **PUBLIC AUTHORITY FOR MANPOWER**
- ▶ KUWAITIS ENTER THE JOB MARKET EVERY YEAR AND IF THEY CAN'T FIND A JOB IN THE PRIVATE SECTOR, THEY WILL END UP IN THE GOVERNMENT **ESTIMATED AT 30-40,000**
- ▶ SEVERAL SMALLER PROGRAMS ARE TAKING PLACE IN UNIVERSITIES AND SOME COMPANIES
- ▶ THE GOVERNMENT HAS ALSO BEEN ENCOURAGING THE PRIVATE SECTOR TO ACTUALLY CREATE MORE JOBS FOR KUWAITIS
- ▶ THE GOVERNMENT HAS BEEN ENCOURAGING KUWAITIS TO GET EMPLOYED IN THE PRIVATE SECTOR AND HAVE DEVELOPED SEVERAL PROGRAMS AND INCENTIVES



HOW WILL Watheefti WORK?

THE WATHEEFTI EVENT WILL TAKE
PLACE FOR 3 DAYS IN JANUARY AT

THE
ARENA
KUWAIT

NEVER SUCH A PROGRAM WAS PROFESSIONALLY ADDRESSED.

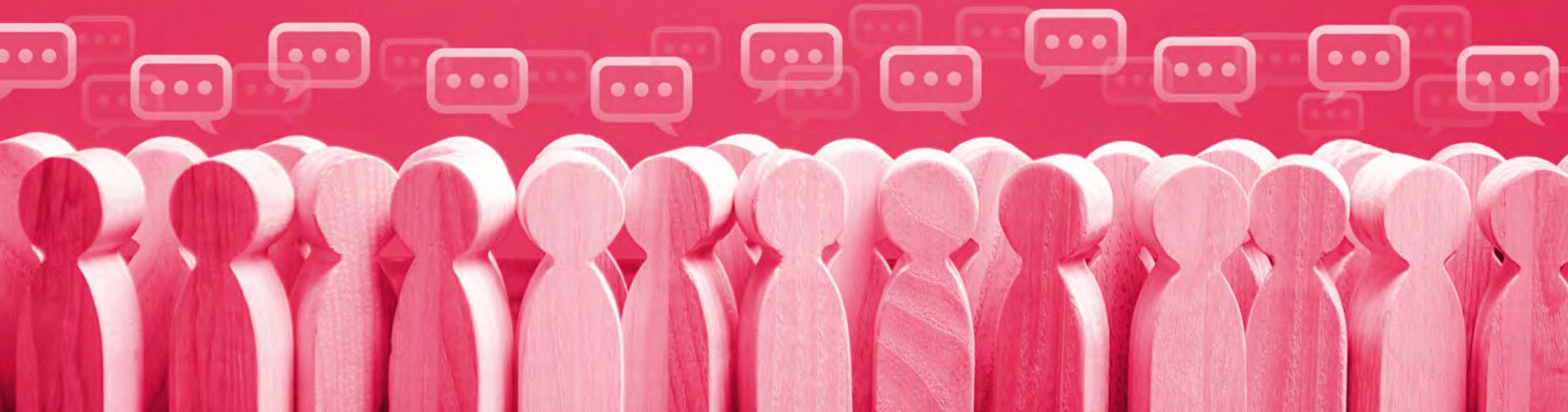
- ▶ THIS WILL BE A MEETING POINT BETWEEN COMPANIES LOOKING TO **HIRE KUWAITIS** IN ALL FIELDS POSSIBLE AND POTENTIAL **CANDIDATES LOOKING FOR A CAREER.**
- ▶ COMPANIES WILL PRESENT, NOT ONLY THEIR AVAILABLE JOBS, BUT ALSO WILL TRY TO PROJECT THEIR VISION, THEIR WORK ENVIRONMENT, THEIR TALENT PROGRAMS TO ATTRACT THE MOST TALENTED.
- ▶ IN ADDITION TO ALL JOBS BEING OFFERED, A SPECIAL PROGRAM WILL BE LAUNCHED TO INCENTIVIZE KUWAITIS FOR **PART-TIME WORK**

FULL JOURNEY

1. ANY KUWAITI INTERESTED TO VISIT THE EVENT - WILL REGISTER ONLINE
2. AT THE ARENA, THEY WILL SCAN THEIR ONLINE REGISTRATION FOR ACCESS
3. WHEN VISITING EACH COMPANY, THEY WILL SCAN THAT THEY HAVE VISITED
4. WHEN COMPANY ASKS THEM FOR INTERVIEWS, THEY WILL SCAN A NEW QR CODE
5. IF APPROVED, THEY WILL SCAN A QR CODE TO GET THEIR OFFER

Watheefti

PARTICIPANTS



- ▶ GOVERNMENTAL SUPPORT WITH SEVERAL DEPARTMENTS INVOLVED IN COACHING KUWAITIS TO PURSUE CAREERS IN THE PRIVATE SECTOR
- ▶ ALL MAJOR COMPANIES OF KUWAIT (BANKING-INSURANCE INVESTMENT-TRADING FAMILIES-AUTOMOTIVE-INDUSTRIAL- HOSPITALITY-AVIATION-RETAIL-OIL-TECHNOLOGY-MEDICAL- ENTERTAINMENT-AND MANY OTHERS
- ▶ UNIVERSITIES WHO WILL BE CONNECTING WITH COMPANIES SECURING JOBS FOR THEIR GRADUATES
- ▶ TRAINING SCHOOLS – ACADEMIES – EMPOWERING ORGANIZATIONS
- ▶ RECRUITERS LOCAL AND INT'L OTHERS



Watheefti

ATTRACTION



THE SHOW WILL ALSO HAVE PRIVATE CONFERENCES AND MINI-SESSIONS ON CAREERS AND PERSONAL DEVELOPMENT

- ▶ PANEL DISCUSSIONS WITH KUWAIT LEADERS
- ▶ SEMINARS / CONFERENCES BY LEADING EXPERTS
- ▶ WORKSHOPS HELPING THE YOUTH OF KUWAIT WITH CAREER DECISIONS

ALL CONFERENCES WILL BE HELD AT **GRAND HAYAT**
BALLROOM AND MEETING ROOMS

Panel discussions:

- the dream
- how it all started
- how do you know you are on the right track
- what motivates you
- what should we study
- what helped you the most
-

5-6 leading Kuwaiti business leaders will speak to the youth of Kuwait on their motivation and achievements - panel discussion with Q & A



Seminar Topics:

- Find your passion
- Leader with influence
- Strategic planning
- Quality Assurance
- The art of Public Speaking
- Digital transformation and learning online
(international speaker) Eva

TOPICS AND SPEAKERS TO BE CONFIRMED



TOPICS AND SPEAKERS TO BE CONFIRMED

Workshop Topics:

Career Development.

How to make your CV.

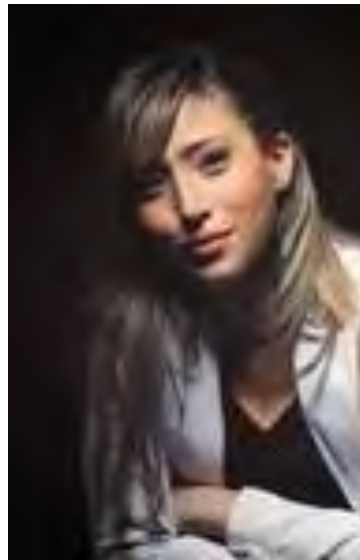
How to prepare for the interview.

Presentation skills.

Negotiation skills.

Job Burnout

Driving high performance



WATHEEFTI

Workshop and seminar attendees certificate



Digital certificate for the seminar attendees.

Printed Certificates for the Workshop attendees.

Wathefati and Sponsor logo will be attached .

Certificate





GRADE 12 COUNSELING

- ▶ SCHOOLS WITH GRADE 12 STUDENTS WILL BE INVITED TO VISIT THE EVENT DURING THE MORNINGS TO MEET WITH COUNSELLORS AND PARTICIPATING COMPANIES TO LEARN MORE ABOUT THE FUTURE JOB MARKET AND WHAT IS NEEDED IN KUWAIT
- ▶ SEVERAL CONFERENCES WILL BE ORGANIZED AND GRADE 12 STUDENTS WILL BE ABLE TO UNDERSTAND THE JOB MARKET AND ENGAGE WITH COUNSELORS
- ▶ ALSO, ALL UNIVERSITIES WILL BE AVAILABLE FOR ADDITIONAL INFORMATION

ENTREPRENEURS HUB

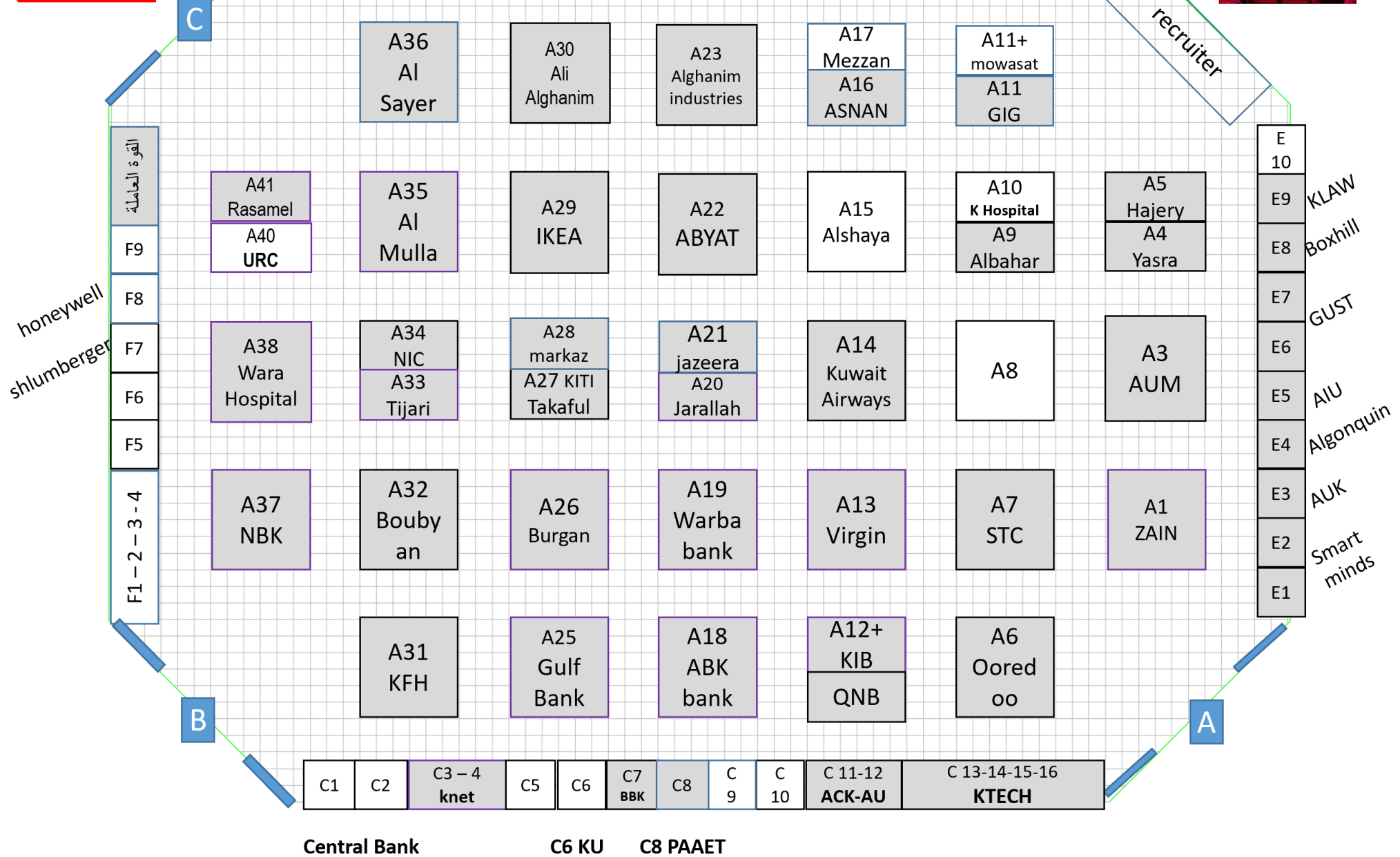
- ▶ THE EVENT WILL ALSO INCLUDE A MAJOR SECTION WHERE KUWAITIS INTERESTED IN BUILDING AND LAUNCHING THEIR OWN BUSINESS WILL BE ABLE TO MEET WITH EXPERTS IN THE FIELD INCLUDING SOME VENTURE BUILDERS
- ▶ SEVERAL SME INCUBATORS WILL BE PRESENT TO MEET ALL THE LOCAL TALENTS AND EVALUATE THE POTENTIAL OF EVERY IDEA PRESENTED AND OFFER SUPPORT AND COACHING
- ▶ THE SHOW WILL INCLUDE A SPECIAL RECOGNITION FOR THE BEST NEW IDEA PRESENTED DURING THE 3-DAY EVENT AS SELECTED BY A PANEL OF JUDGES
- ▶ ONLINE REGISTRATION OF IDEAS WILL BE OFFERED 2 WEEKS PRIOR TO THE EVENT



Watheefti

JANUARY 5-6-7 2023

THE
ARENA
KUWAIT



Watheefti

JAN 5-6-7, 2023



Mezzanine
Floor

Interview Desks

Void
overlooking all
WATHEEFTI exhibitors
on the ground floor

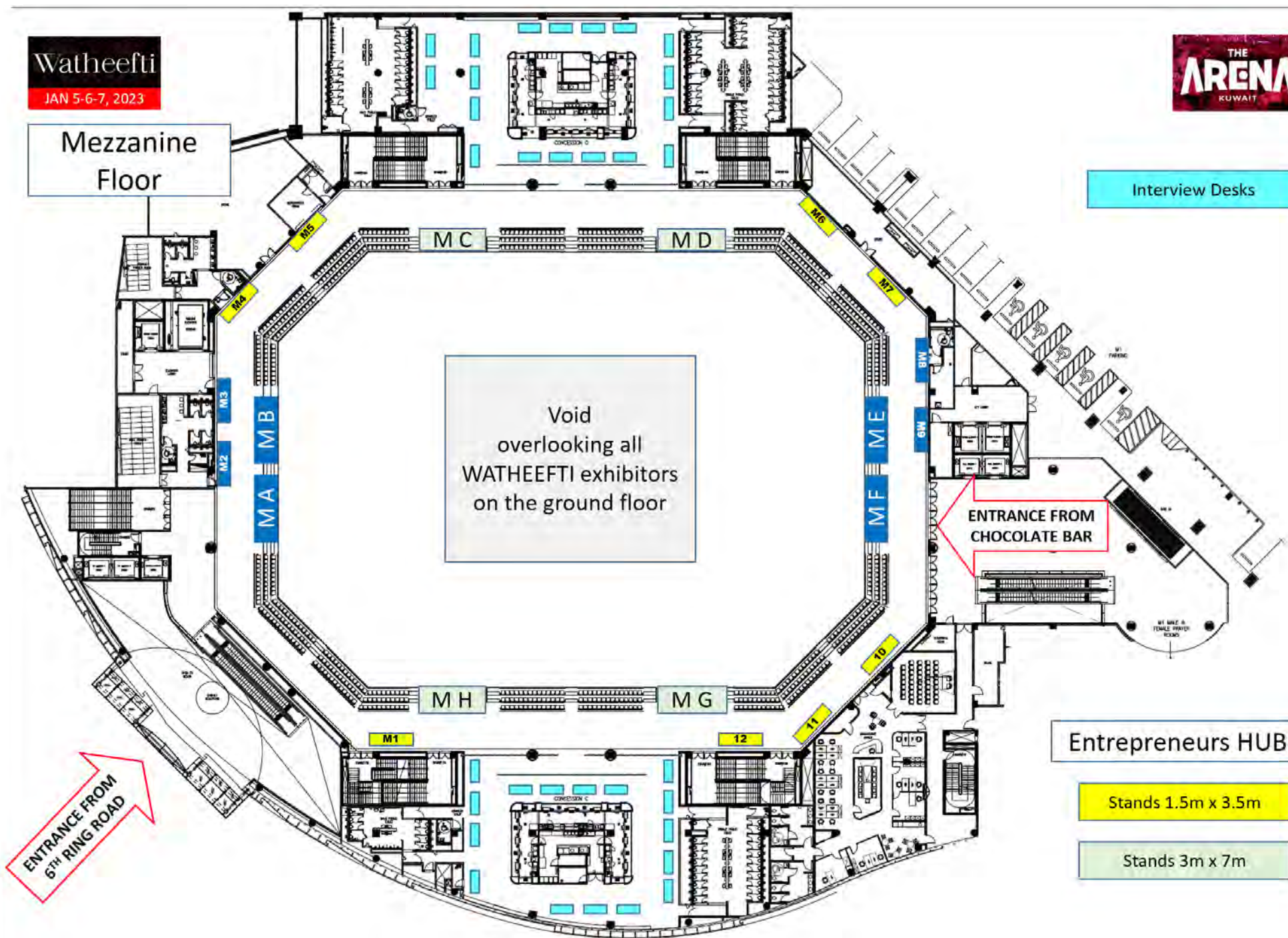
ENTRANCE FROM
CHOCOLATE BAR

ENTRANCE FROM
6TH RING ROAD

Entrepreneurs HUB

Stands 1.5m x 3.5m

Stands 3m x 7m



The background of the top half of the image is a dark red field with glowing white circuit lines and nodes. On the left, a human hand is visible, pointing its index finger towards the center. In the upper right, there is a white icon of three stylized human figures. The word 'Watheefti' is written in a large, white, serif font, centered horizontally and partially overlaid by a black rectangular box.

Watheefti

MARKETING

BESIDES THE IMPRESSIVE STAND LOCATION FOR EACH COMPANY, THE FOLLOWING SERVICES WILL BE AVAILABLE TO COMPANIES ENSURING A SMOOTH RECRUITMENT PROCESS:

REACHING THE RIGHT TARGET

	Oct				Nov				Dec				Jan				Comments
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	
Launch social media accounts																	Manage social media accounts - Instagram - twitter - tiktok - snap - YouTube - Facebook - LinkedIn
Alqabas digital network coverage																	Video announcing the event and publishing on all social media reaching over 1 million followers - 3 videos + interviews with all participants
Press Conference																	Press conference announcing all participants covered by all media digital - newspapers - TV and social media
Social Media Campaign																	Reaching over 3 million followers - including Instagram, twitter and snapchat
Digital Campaign																	Reaching 60% of targeted customers - mobile + desktop apps and websites + YouTube
Campaign on 360 mall/Arena social media																	Reaching over 1 million followers
Radio coverage - Diwania																	Radio show announcing the event + live show from the event with interviews of all participants
Main targeted influencers announcement																	Selected influencers - mostly life and career coaches will be announcing the event
Interviews announcing the event participants																	Interviews by event management announcing all participants
Newspaper press coverage																	Press coverage in main 4-5 newspapers - printed and digital exposure
Promoting new event Participants																	Adding branding of all new participants on all social and digital campaigns
Announcement of conference speakers																	Regular announcements and updates on all social + digital media of upcoming speakers in the conferences
Outdoor campaign																	40 Mega faces for 3 weeks
Arena + 360 mall on premise branding																	
Electronic sign inside 360 mall																	All participants branding will be featured
Arena Gates branding - from 3 locations																	All participants branding will be featured
4 Mega Digital Signs in the Arena																	All participants branding will be featured

Items in red indicates where participating brands will be featured

PARTICIPATION PROGRAM

PARTICIPATION COSTS ARE AS FOLLOWS:

► **Ground Floor - Recruitment**

6 X 6 M	KD 7,000
3 X 6 M	KD 3,500
3 X 3 M	KD 2,000

► **MEZZANINE FLOOR - ENTREPRENEURS HUB**

3 X 7 M	KD 4,000
1.5 X 3.5 m\	KD 1,500

► **COST INCLUDES:**

SELECTED SPACE + BRANDING
CAMPAIGN IN MEDIA + BRANDING
CAMPAIGN ON LOCATION

► **STAND PRODUCTION TO BE PROVIDED BY
PARTICIPATING COMPANY**



BOOKING
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FOR BOOKINGS AND MORE INFORMATION,
: PLEASE CONTACT US AS FOLLOWS

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Thank you!