



FIND MYPUB .COM

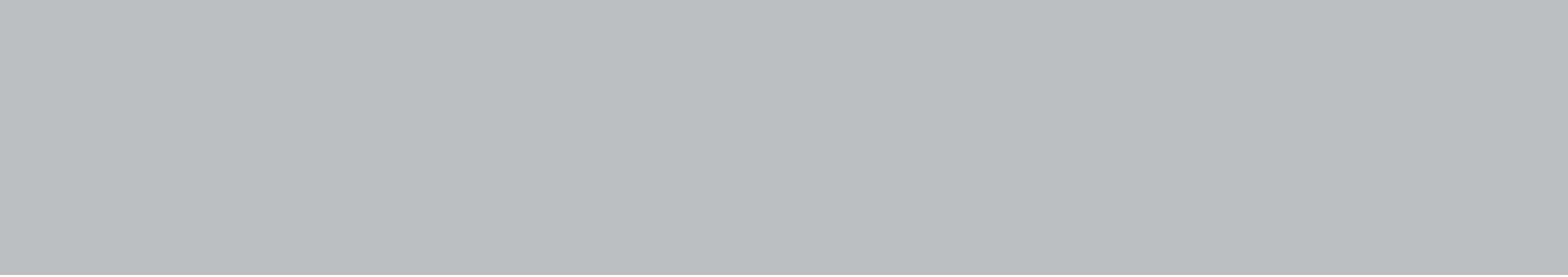
Whether you are an experienced tenant, an investor or it's your dream to run a pub **FindMyPub.com** is here to help.

Pubs for Tenancy & Lease
Private Landlords
Self Employed

We can answer your questions and queries about agreements, regulations and qualifications needed or simply be that sounding board that will help you find the right pub for you.

Auditorium
Exhibitors
Networking
Resources

The industry's first
VIRTUAL PUB RECRUITMENT DAY
27th March 2019



WELCOME

MISSION

“To provide the best possible lead generation services to the hospitality sector and be the number one recruitment solution for the pub and bar industry.”

FindMyPub.com engages directly with today’s publicans and the publicans of tomorrow. Having established ourselves as the premium lead provider for the lease and tenanted sector, we continually strive to innovate the recruitment tools we employ to ensure the highest level of return on investment for our clients.

Supporting growth in the great British pub industry is at the heart of what we do. As we move towards our 10th anniversary we want to mark the occasion with an industry first event; a Virtual National Open Day.

Innovation is something we are passionate about. As a dot com business we have dedicated the last ten years to creating technology that makes pub recruitment more effective and opportunities more accessible. Providing applicants with one central platform to view vacancies, discover opportunities and engage with pub companies and breweries.

We are thrilled to share with you MyPubGo the first dedicated nationwide online recruitment event for the hospitality industry; an Open Day with a difference! Offering you a national presence and uncapped attendees as well as the ability to interact with applicants and generate interest in your pubs without leaving your desk.

MyPubGo is the first and only virtual national pub recruitment event and we are delighted to invite you to be a part of it.

THE PUB RECRUITMENT DAY

Why a virtual event?

- Customised web presences are becoming the centre of the engagement sequence between audiences
- The Internet is already the starting point before and after live events
- Social elements are already playing a major role as connectors between organisations and their audiences
- Online event adoption is mainly due to the consequent cost reduction
- The 'green' advantages are obvious
- Online events are more relevant than live with the immediacy of content customisation and enhanced user interaction
- The length of engagement online is proven to be longer than in physical events
- There is longer lead life-span through the use of on-demand engagement tools
- Local to global with immediacy – international audiences that may have previously been omitted due to scheduling or budgetary restrictions no longer applies

How does it work?

With a virtual event, attendees take part in secure, online experiences from the comfort and convenience of their home, office or while on the go. Registered attendees can access the event by logging in via a computer, tablet or mobile device where they can choose which exhibitors to visit and chat to.

They will also be able to take part in live chats, panel discussions, web presentations, and meet valuable new connections. Each attendee has their own event bag to store content including offers/vouchers, brochures, white papers, videos and links that have been collected on their event journey.



The importance of Live Virtual Events

Our objective is to make MyPubGo the largest, most inspirational and most effective recruitment event for the pub industry.

- Live events will be instrumental to achieving this and will be held regularly throughout the Recruitment Day.
- These events will include discussions on training and qualifications, Q&A sessions with FMP specialist recruiters and advice from industry experts.

How will traffic be driven to MyPubGo?

Driving traffic will be key to the success of the recruitment day.

- High calibre keynote speakers will be used.
- All FindMyPub.com communication channels will be utilised giving a potential reach of up to 44,000 exposures.
- Trade publications and national press will be utilised to further grow exposure.



THE BENEFITS

- Wider audience reach, including attendees from around the globe, giving the smallest exhibitor the potential of accessing huge new markets
- Measurability is 100% in online events for sponsors and exhibitors
- Data capture and granular analysis is easy to manage
- Time saving for both sponsors as well as visitors
- Cost savings for both sponsors and attendees
- Infinite scalability - no venue capacity issues
- Important content is more accessible with a longer shelf life and improved distribution
- Content can be captured, re-purposed and delivered in bite sized chunks via a sponsor's own web presences or for other events
- Immediate and controlled communication with your audience

Overview

Virtual Event Map



REGISTRATION

Each registered visitor has their own profile in which they are able to upload and display information about themselves, including a video introduction and their social media credentials (both optional). This is useful, so other visitors and booth staff know a little more about the people they are talking to.

Each user can view and search for any other attendee present in the online event thus creating the ideal environment for visitors to network with each other. They can strike up instantaneous conversations at the click of a button.



TO PROVIDE THE BEST POSSIBLE LEAD GENERATION SERVICES TO THE HOSPITALITY SECTOR AND BE THE NUMBER ONE RECRUITMENT SOLUTION FOR THE PUB AND BAR INDUSTRY

Registration



* = mandatory field

First name *

Last name *

Email *

Confirm email *

Create password *

Password must be a min. 8 characters containing at least 1 special character, 1 numeric and 1 upper-case. To check which special characters are accepted, hover over the question mark. ?

Confirm password *

Status*

Submit



EVENT FEATURES

- Easy communication with any other visitor via instant live chat, email or social media
- Video intro feature
- Tracks where delegates have downloaded information during the event
- Allows for business card exchange with any other event attendee or booth staff
- Users can build their own 'buddy' list of other visitors or booth staff at the event
- View other users LinkedIn profiles, Facebook or read and contribute to their Twitter feed
- Add content from around the event into their own event bag for downloading later
- As an exhibitor you will have access to attendee information (level of data given dependent on package purchased)



RECRUITMENT DAY LOBBY



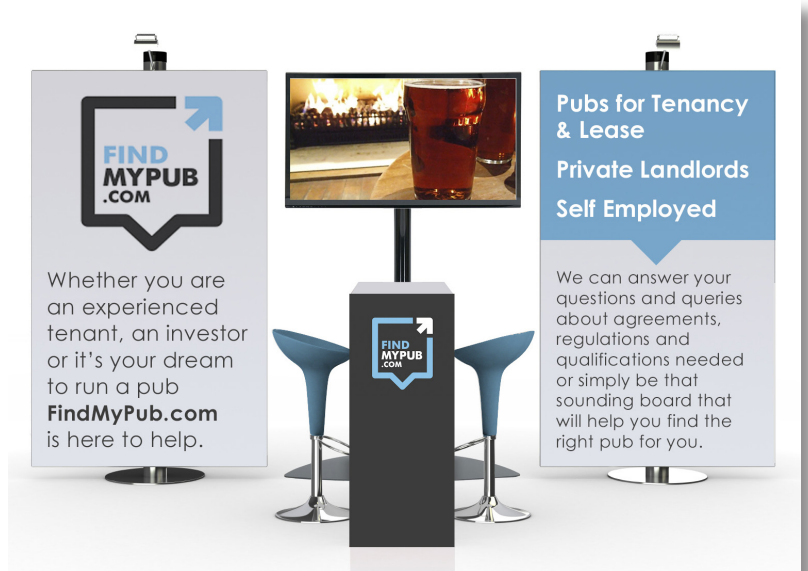
This is where visitors first arrive after logging in and from there they can access the various parts of the online event. Visitors will have access to the Sponsor & Exhibitors Booths, Live Conference Auditorium, Networking Lounge and the Resource Centre.

EXHIBITION & SPONSOR HALL

A variety of booth designs are available for you to choose from and can be branded to your requirements. The booth can be run unattended during on-demand phases and then switched into 'live' mode when required during the actual event.

Delegates visiting your booth can download information to their event bag as well as have a live web-chat conversation with the booth representatives, watch your videos, indulge in social media and post comments on your discussion walls.

All exhibitors will have access to their booth attendee's analytics. To access all open day contact information superior packages can be purchased.

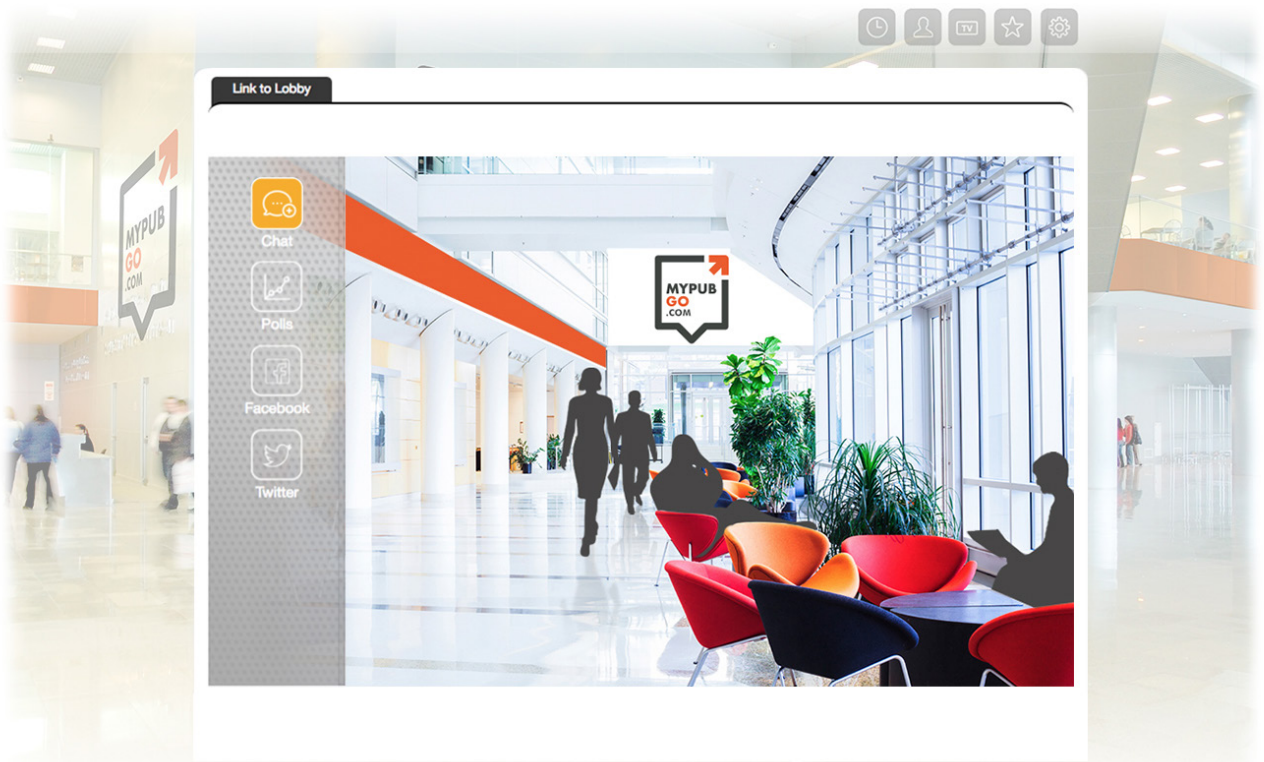


Features

- Live 1-1 or group text-chat
- Business card exchange
- Social Media feeds
- Who is at my booth - real time attendee list
- Each visitor has their own 'Event Bag' to collect the content at each booth
- 'Contact Us' facility for visitors to contact the booth staff if it is unattended
- Video/information showreel
- Analytics recording all visitor interactions on the stand including transcripts of all conversations
- Webcasts can also be hosted here in the on-demand phase



NETWORKING LOUNGE






This is a place where the event attendees can gather to interact and meet with each other. The area incorporates all popular social media tools as well as live chat, event polls and discussion forums.

Features

- Live Group & 1-1 chat for delegates
- Discussion Boards
- Social Media tools including Facebook, Twitter, & LinkedIn
- The Networking Lounge can also be sponsored with your company logo driving traffic directly to your booth

CONFERENCE AUDITORIUM

Pre-recorded presentations are delivered "as-live" during the event. The presenter is then available at their device to answer any questions posed by attendees via the live chat module.

Live Presentations	On Demand	Tracks		All
Title	Date & Time	Presentation		
MyPub DNA	28/03/2019 09:45	 Rachael Nixon Rachael from MyPubGroup, explains how keeping things simple, gives you more impact	View	
A CV writing Master Class - all the hints	28/03/2019 11:30	 Paul Clarke Let your experience do all the talking and Paul tells you how...	View	
Make the right move for you	29/03/2019 14:15	 Stuart Maynard-Keene Be selfish and look after Number 1. Plenty to get through here and there will be lots of time for questions... we know you'll have plenty!	View	

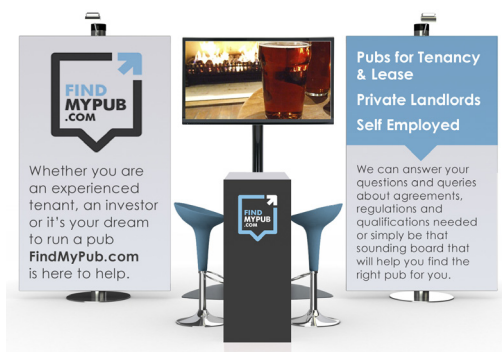
After the "as live" is complete stage the presentation will be available "on-demand" for anyone who missed it at the time. Individual presentations can be sponsored and company logos linked directly to sponsor's booths.



VIRTUAL EVENT PRICING PACKAGES

Booth Only Package - (Entry Level) £1,500 +VAT

- Standard Virtual Booth
- Live 1-1 and group chat enabled
- 1 × promotional video upload displayed on booth
- Content upload for booth (Brochures and Documents) max.5
- Analytics metric of all actions



Premium Exhibitor Package - £2,800 +VAT

As above plus

- Inclusion in pre-event marketing to FMP database ×3 eshots
- 1 × promotional item automatically pre-inserted into Event Bag
- Foyer Banner Ad (Home Page)
- 2 × in-event announcements
- Booth visitor data (names and email addresses)



Dazzler Package - £4,800 +VAT

As Premium Exhibitor Package plus

- Premium Booth
- 3 items inserted into Event Bag
- Premium positioning on all MyPubGo promotional materials
- Included in all FMP database promotional eshots and Social Media posts
- Access to a branded networking lounge for unlimited hosted chat sessions
- Video library on your stand
- Logo on Lobby/Landing page
- 2 × speaking positions/webinar sessions in the Auditorium (including announcements)
- Logo on registration page
- **Complete registration list data including all visitor email addresses and names**



VIRTUAL EVENT PRICING PACKAGES

DOUBLE BOOTH PACKAGE

For Companies that have both a managed and tenanted arm and wish to have
×2 booths operated separately for each business divisions we have the following offers

2 × Booth Only Package £2,500 +VAT

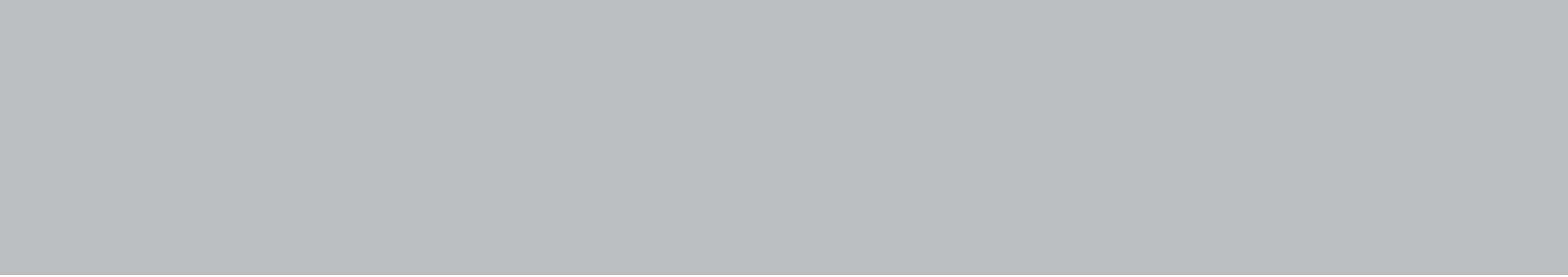
2 × Premium Exhibitor Package £4,200 +VAT

2 × Dazzler Package £6,000 +VAT

Additional Extras

- Upgrade to Premium Display Booth (included in Dazzler Package) £250
- Insertion of Documents in Event Bag (per document) £100
- Webinar presentation in Auditorium (per session) £300





Thank You

Call us on

01902 374940

or visit www.mypubgo.com
for more information