



The jobwalk promotion tour:

In order to introduce the jobwalk to as many potential visitors as possible, we have been on the jobwalk promotion tour in the event locations since 2023. In 2023, we were out and about with mobile slacklines at schools, universities and in the city centre, and in 2024 with mobile basketball hoops. We have not yet finalised which campaign we will be using in 2025, but we will inform you as soon as we have made a final decision.

The promotional tour will allow us to reach pupils, trainees, students and working people directly and draw attention to the jobwalk. Many people become aware of our promotional stand through the lively atmosphere, play along and receive a jobwalk starter kit for participating and are informed about the jobwalk in personal conversations.



The starter kits each contain an information flyer about the jobwalk, a competition card for a total of €100.00 in shopping vouchers (valid either for local retailers and restaurants or from

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IBAN: DE96 7606 9602 0000 4533 31
BIC: GENODEF1HSE
BLZ: 760 696 02
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amazon). As an exhibitor, you can also take part in the jobwalk starter kit with your own advertising material. We will distribute approx. 4,000 starter kits as part of the promotion, the type and number of advertising materials is up to you, and of course you are not obliged to take part in this campaign. However, it is a good way to present yourself to potential visitors in the run-up to the jobwalk with a friendly give-away.

Our team assembles the starter kits before the start of the promotion tour so that the packages are equipped in roughly the same way.

The promotion tour begins approximately four weeks before the event and is organised daily at different locations. As an exhibitor, you will receive information from us in good time so that you can plan your participation well in advance.

Participation is of course free of charge. If you have any questions or suggestions, please do not hesitate to contact us at any time by telephone on 0911 520 90 666 or by e-mail at connect@jobwalk.city.