

eatsleepdrink

Careers in Hospitality Stand N3320

Free coffee tastings • Competitions & prizes • Talk to the people who work for our brands and head office

A mind-boggling 8.5 million customers a month trust Whitbread to serve them great food and drink, and provide a comfy place to spend the night. Through our leading brands Premier Inn, Costa, Brewers Fayre and Beefeater, we've developed into one of the hospitality sector's biggest success stories. And, with incredibly ambitious expansion plans in place, we expect to see our workforce increase from 35,000 to 55,000 by the end of 2010.

This growth means there are practically limitless career opportunities across each individual brand and at Whitbread itself. Careers in Hospitality is your chance to meet us face-to-face, show us how passionate you are and find out where you'll fit into a team who eat, sleep and drink hospitality.

Find out more at www.eat-sleep-drink.co.uk



Objective

WDAD were tasked with creating and publicising Whitbread's stand at the 2008 Careers in Hospitality - which was part of the Hotelympia exhibition at the Excel Centre in Docklands. The aim was to promote opportunities, particularly management roles, at Whitbread's Costa, Premier Inn, Beefeater and Brewers Fayre brands.

Action

We created an overall theme for the stand, eatsleepdrink, which neatly sums up the services provided by the different Whitbread companies - and positions Whitbread as the ideal employer for people whose passion means they 'eat, sleep and drink' hospitality.

This theme was applied to the design of the stand, to the supporting materials and to our promotional campaign. Pre-event we created both online and press advertising, supported by a microsite. On the day, we targeted visitors outside Excel and promoted a range of competitions at the stand, plus the chance to win a prize for spotting 'Wee Willie Winkie'.

Results

The stand was by far the busiest at Careers in Hospitality. Over 250 visitors registered their details with Whitbread and were subsequently contacted via email and invited to apply for jobs online. At the time of writing Whitbread are assessing applications and planning a number of other events throughout 2008.



Case study: Whitbread Exhibition