

OFFICE MARKET LAUNCH & RECRUITMENT SUPPORT

OUR GOAL: Find employees cost effectively and build brand awareness

OUR ROLE: Design & Project Management & General Contractor (Overall planning & execution)

OUR SERVICES:

Online & Offline PR campaign, Office Grand Opening Party & Press Conference

OFFICE GRAND OPENING PARTY AND PRESS CONFERENCE

Stay In Hungary Ltd plans and hosts our Clients' Office Grand Opening Party and Press Conference as the focal point of a cost-effective, 3 to 6-month PR campaign to raise public awareness, create a positive company image and direct attention to a local, newly developed website with application forms in order to register and select candidates cost effectively, and save on recruitment agency fees.

PR CAMPAIGN

In our PR campaigns, we invite non-competing project participants including vendors, our Client, ourselves, the Landlord, the Hungarian Investment and Trade Promotion Agency, and third party interest groups to contribute to a joint, well-targeted and cost-effective PR campaign for wide media exposure and shared costs. For 1 unit of media contribution, each campaign participant gets multiple units of media exposure based on the number of contributors.

- Client is interested in a cost effective PR campaign to secure new employees cost effectively. Landlord is interested in promoting his office building and lease other areas to other tenants.
- Stay In Hungary Ltd and Suppliers use the project as a reference for future assignments.
- Recruitment Agencies want to reach potential employees and make commission on referrals. The Hungarian Investment Promotion Agency wants to showcase the Client as a new investor and good example that has selected Hungary out of the neighboring countries to establish a physical presence. All parties have their own interest, and want to benefit from a joint, wide campaign while sharing costs.

Our goal is not to pay for ads, but rather to create well-written PR articles, stories, interviews and creative content for various relevant online and offline media outlets. The collective general message conveyed would align, while certain sections of the main message would be highlighted, expanded upon, and enriched with photos, videos, web and mobile apps based on the specific nature of the audience of a given channel.

WEBSITE DESIGN WITH HR SCREENING TOOLS

As part of the PR campaign, we design and develop our Client's local website to support brand building and HR goals. We use photos of the new office space, video messages featuring company products, services, values and a message from the managing director to see what he/she is like in order to give potential candidates a feel for the company. We incorporate open job descriptions, application forms and our database building, candidate screening tools and mobile applications in order to select and hire candidates cost effectively, and save on recruitment agency fees.

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