**OPEN INNOVATION LAB - UDJG**

**Annex 4 – Challenge no.**

**Attracting candidates inside of specialized events**

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| 1. **Name of the challenge:**   **Attracting candidates inside of specialized events** |
| 1. **Context:**   - Agribusiness Job is an agricultural recruitment firm that addresses the problems of employers working in the sector, with recruitment services based on their needs and the degree of specialization of jobs.   * In order to provide the best candidates to employers, Agribusiness Job needs first to attract "good" candidates for the vacancies and then to select the suitable candidates for the existing jobs. |
| 1. **Problem:**  * Recruitment of candidates is done through traditional marketing methods of candidates (employment platforms announcements) and through presentations at specialized events * The challenge launched by Agribusiness Job is to attract specialized candidates, among visitors, to exhibitions / fairs of different sizes: national, regional / local; in special events / conferences, as well as candidates from university centers (through our own events and not only). * Solvers are challenged to bring an innovative idea of attracting candidates, that "something" to bring them to the firm, to get them into contact with Agribusiness Job (passive, active) for further collaboration. |
| 1. **Additional info:**  * The team has to develop the marketing plan for the Agribusiness present at the events, including the stand appearance, roll up and another marketing stuff position, employees approach and to bring an innovative item in firm present. |
| 1. **Skills of the team:**  * The team must have basic knowledge about marketing, HR, in analyzing information , a critic and creative thinking. |
| 1. **About the Seeker:**   Agribusiness Job is an agricultural recruitment company, founded in 2010, offering integrated recruitment services on the sectors: crop and plant protection, livestock breeding, food industry and agricultural machinery. |