

The Cape Argus Workplace Expo sets sails for Cape Town shores

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Following hot on the heels of the phenomenally successful 'The Star Workplace Expo', PenQuin International is thrilled to bring the 'The Cape Argus Workplace Expo' to the Western Cape. The inaugural event held in Johannesburg, saw an unprecedented 14,500 visitors turn-out, receiving rave reviews from both visitor and exhibitor.

"The overwhelming response we received for the inaugural workplace expo, confirmed our belief that there is a definite need for a forum that will bridge the gap between the career market and the industry sectors. PenQuin promises to bring Cape Town a high quality exhibition that will be truly informative and create invaluable leads for the visitors and participating exhibitors," explains Michael Berger, PenQuin International Special Projects.

Global talent shortages are rendering organisations leaner than ever before. In addition, the current economic climate necessitate that organisations embark on strategic recruitment initiatives that will yield a measurable return on investment. This leaves employers not only with an imperative to increase the flow of workers across the entire talent spectrum, but also with the need to find the right candidates with the right skills to fit the demands of their companies. It is therefore in the interest of employers to continue to look for new ways of training, recruiting, managing and retaining employees so that they can anticipate and prevent any problems encountered as the talent crunch becomes more pronounced. This is where PenQuin International offers the solution.

Exhibitions have consistently proven to be one of the most effective means of marketing and branding organisations due to their direct and interactive nature. The Expo seeks to attract organisations that are actively seeking and recruiting talent, taking measurable steps to showcase their brand and the company's diverse career opportunities. It will provide organisations with a mechanism to procure and recruit quality career minded people and identify prospects for career development.

PenQuin International is partnering with the *Cape Argus* for the Cape Town equivalent of this event. The *Cape Argus*, or "Argie" as lovingly referred to by the local community, is as part of Cape Town as Table Mountain. "The paper prides itself as being an involved, dynamic and family-orientated daily with a strong community identity, aimed at the needs of readers in Cape Town," says Chris Whitfield, Editor-in-Chief: Independent Newspapers Cape. With this keen understanding of the community, the newspaper seized the opportunity to get involved in the Expo.

Special emphasis is placed on the vast employment opportunities that will arise from the 2010 FIFA World Cup. "We are very aware of the consequences that this international showcase will have for our South African economy. The subsequent benefits to the trade, retail, travel and tourism industries are substantial, but no doubt other sectors like construction and IT will receive massive investment resulting from the World Cup," says Berger.

The expo will attract a diverse visitor profile. Grade 12 Learners and Tertiary graduates will find invaluable resources about the work environment and the current state of their industries of choice. Careerists actively seeking avenues to re-skill or up-skill within their current profession will find the expo a great networking environment.

Quick Information

Dates: 18 - 19 September 2009

Venue: Cape Town International Convention Centre (CTICC), Convention Square, 1 Lower Long Street, Cape Town

Times: Friday - 10h00 to 18h00

Saturday - 10h00 to 17h00

Entry fees: R30.

Free admission to student card holders, learners and public servants in uniform, disabled persons and children under 18 accompanied by parents/guardian and all visitors who pre-register online.

Ticketing information: For bookings contact Michael Berger or Natalie Cumberlege on 011 879 1900.

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