

Helping NHS Wales achieve recruitment success

The BMJ Careers Fair has helped many exhibitors over the past 15+ years to achieve their business objectives. Whether it is to raise awareness, recruit doctors or simply to network with over 1,800 doctors and their peers.

Below is a case study written by one of our new exhibitors, NHS Wales. They explain how coming to the BMJ Careers Fair helped them achieve their business objectives.

Who are NHS Wales?

NHS Wales delivers services through seven health boards and three NHS Trusts. More than 70,000 people are directly employed by NHS Wales, making the health service Wales' largest employer. The health service offers over 200 career opportunities: everything from pharmacists to paramedics, gynecologists to clinical engineers, and radiographers to midwives. The Welsh Government invests £6 billion a year, or 40 per cent of its budget – the largest single budget in health and social services.

Objectives for attendance

For the first time in 2016 there was a national NHS Wales presence at the BMJ Careers Fair, representing all health boards, trusts and the Wales Deanery. This was part of the new *This is Wales, Train, Work, Live* campaign.

Objectives were:

- (1) Raise awareness of Wales and NHS Wales as an attractive place to train, work and live.
- (2) Meet potential applicants for training places and medical vacancies from all grades and specialties.

Results

- 288 enquiries generated from a wide range of interests and specialties.
- The combined NHS Wales presence meant they had detailed conversations with visitors to the stand and provided them with useful information during and after the event.
- Continuing follow up on enquiries, which they hope will lead to more people training and working in Wales.
- Due to the huge success of their presence at the 2016 BMJ Careers Fair they have already booked for the 2017 event.



To book a stand or for more information contact us

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