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PROSPECTUS FOR EXHIBITORS
AMA VICTORIA
MEDICAL CAREERS EXPO
26 APRIL – 1 MAY 2021

What is the Medical Careers Expo?

The medical career journey of every doctor starts with the pursuit of an intern position. Each state has a different approach – in some it's a ballot process and in others, like Victoria it is a competitive recruitment process. This is the first of many career junctures for a junior doctor which will inevitably lead to decisions about specialist pathways.

AMA Victoria's Medical Careers Expo empowers young doctors with insight, knowledge and connections as they take these first steps in their medical career or seek to make decisions about their future path.

In 2021, we expect the Medical Careers Expo to give over 1,500 medical students and junior doctors access to representatives from health services, medical colleges, training providers and other organisations that recruit and employ doctors; along with a range of services and resources to help them reach their career potential.

Conveniently delivered through a series of online presentations, virtual booths and information hubs during the last week of April, the Expo will have more content than ever before, and more exposure for exhibitors.

Last year's highly successful online experience has informed the decision to remain 'virtual'. We are confident this mode of delivery has a broader reach as it is more accessible for students as well as for hard-working and time-poor junior doctors, particularly those who are based regionally, or interstate.

This year, the online platform will give exhibitors even greater control over delivery, execution, data capture and other opportunities such as longer exposure due to access to recordings and information after the event.

The agenda will feature keynote speaker, Professor Brett Sutton, Victoria's highly regarded Chief Health Officer.

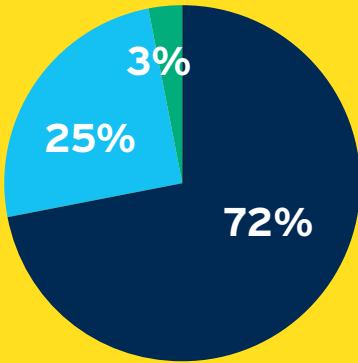
Pathways



The Medical Careers Expo by the numbers

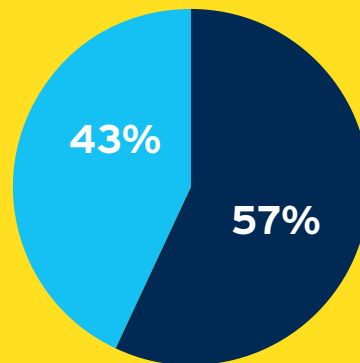
* BASED ON THE 2019 FACE-TO-FACE EXPO

AGE



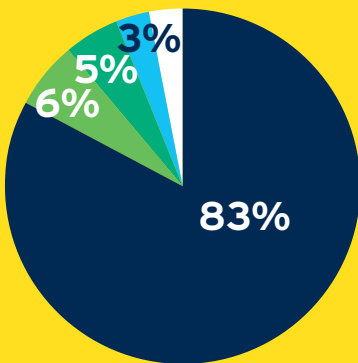
- 18-25 Years
- 26-35 Years
- 36-45 Years

GENDER



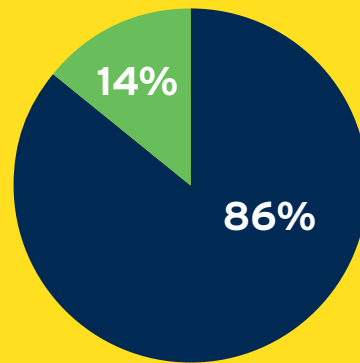
- Female
- Male

LOCATION



- 83% Metro Vic
- 6% Regional Vic
- 5% Geelong
- 3% Ballarat
- 3% Interstate

CAREER STAGE



- 86% Medical Student
- 14% Junior doctors and others

2020 Online Medical Careers Expo Statistics

TOTAL # SESSIONS

37

AVERAGE # OF SESSIONS ATTENDED

6

OF ATTENDEES

1,103

SESSION REGISTRATIONS

7,148

“ We were thrilled with the outcome of the 2020 Career Expo.

Despite having turned it into a virtual event so quickly, the format was more convenient for busy students and doctors and more accessible for regional and interstate delegates.

Delegates loved the opportunity to post questions (responded to in real time) and they appreciated being able to access presentations and information after the event.

In 2021, the virtual offering will incorporate live virtual booths and so much more, to combine the benefits of a face-to-face expo with the advantages of the virtual expo.”

Mardi O’Keefe, Director of Professional Development and Careers, AMA Victoria

Exhibitor Feedback

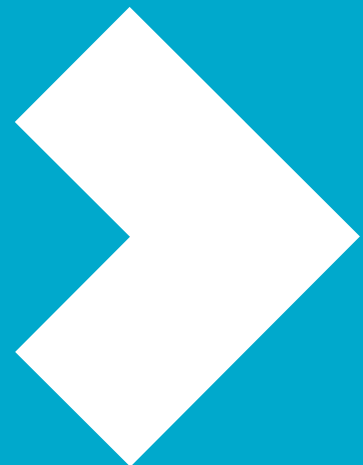
“ I received a lot of positive feedback from our specialist health presenters who would be very keen to attend next year either in a physical or virtual format (maybe both).”

Exhibitor, 2020

“ Congratulations and well done on the huge effort to get the Virtual Careers Expo up and running over the weekend. We thought it was a great success and it probably gave us more opportunity to spread our message than when we 'man a booth' at the physical Expo.”

Exhibitor, 2020

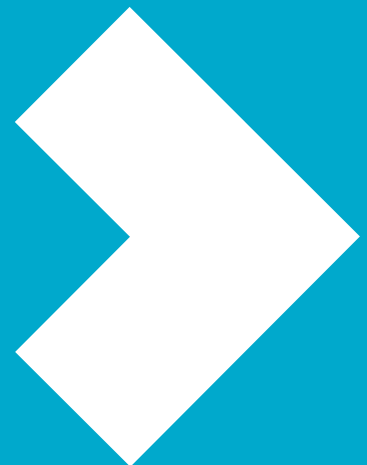
Opportunities



Delegate Feedback

- “ I really enjoyed the registrar panel and hearing from the different health services. I feel like these talks really gave me perspective on my future career.”
- “ The detailed CV, cover letter and interview question tips and advice was really helpful and hearing from many of the health organisations.”
- “ Excellent event. I felt like my expectations were met and I got the knowledge I wanted from the day.”

Perspectives



About the Medical Careers Expo

WHO PRESENTED IN 2020:

Albury Wodonga Health	CareSuper
Alfred Health	Peninsula Health
Austin Health	PMCV
Australasian College of Sport and Exercise	Portland District Health
Australian College of Rural and Remote Medicine	Royal Australasian College of Medical Administrators
AMA Victoria	Royal Australasian College of Physicians
Ballarat Health Service	Royal Australasian College of Surgeons
Bendigo Health	Royal Australian & New Zealand College of Psychiatrists
Defence Force Recruiting	Royal College of Pathologists of Australasia
Eastern Health	Rural Workforce Agency Victoria
Echuca Regional Health	Swan Hill District Health
EV GP Training	M2M
Gippsland Regional Training Hub	South West
Melbourne Health	Western Health
Murray City Country Coast GP Training	MCCC
Northern Health	
Northern Queensland Regional Training Hub	

Monday 26 April

6pm–9pm

Tuesday 27 April

6pm–9pm

Wednesday 28 April

6pm–9pm

Thursday 29 April

6pm–9pm

Friday 30 April

6pm–9pm

Saturday 1 May

10am–3pm

Online platform overview



VIRTUAL SESSIONS



LIVE Q&A



BROCHURE AND PAPER
DOWNLOADS

OnAIR is a multi-faceted platform that will manage all aspects of the 2021 Medical Careers Expo including:

- » Virtual sessions
- » Concurrent sessions
- » Virtual booths
- » One-to-one meetings between attendees and exhibitors.

OnAIR supports different engagement options for this virtual event including:

- » Live Q&A
- » Exhibitor lead retrieval
- » Brochure downloads from exhibitors and sponsors
- » Paper downloads from presenters.

more exposure



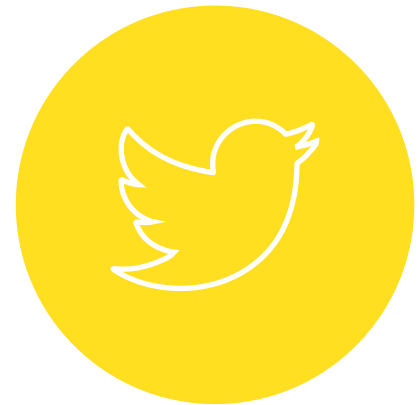
Marketing



6,076
FOLLOWERS



6,124
FOLLOWERS



7,370
FOLLOWERS

As an exhibitor at the 2021 Medical Careers Expo, you will be included in our marketing to medical students and junior doctors across Victoria and nationally as part of our integrated marketing campaign.

The 2021 marketing plan will commence in March, 2020 and will incorporate:

- » AMA Victoria social media posts
- » Pre-event electronic direct marketing from AMA Victoria to approximately 1,621 student members and 1,817 junior doctor members during March and April, 2021
- » Exhibitors' logos, details, resources and downloadable content will be available via the 2021 Medical Careers Expo portal
- » Promotional material through internal communication channels in participating health services
- » Promotional material through communication channels at university medical schools and student societies
- » Access to official branding elements to use for your own promotion of your involvement in the event

Exhibitor Opportunities

Packages are \$500 (excluding GST) and include:

» **Virtual Exhibition Booth:**

Virtual booths is where exhibitors can interact with attendees on **Saturday 1 May 2021**. Exhibitors staff their virtual booths, and attendees can navigate their way around, stopping by different booths and interacting with booth staff.

Even when the exhibition is not formally open and staffed, attendees can visit your exhibition and preview your booth. You can have videos and handouts available for download.

» **Exhibitor Lead Retrieval:**

In the same way as a live event, exhibitors can capture leads and then customise their own profile questions. Once the meeting has finished, a brochure or follow up email can be sent immediately to the attendee.

» **Speaking opportunities available:**

For Health Services:

2 x 20 minute presentation sessions

We request that each session be targeted to each of the following two audiences:

- » Internship
- » PGY2, 3 and beyond

Sessions should promote you as an employer of choice, addressing:

- » Pathways,
- » Lifestyle, and
- » Training

For Colleges:

40 minute panel discussion session, featuring members from your college

For Training providers:

40 minute presentation session

Secure your spot by: Monday 1 March 2021

We look forward to working with you

The Medical Careers Expo is a chance for exhibitors to showcase themselves as partners for young doctors. We invite you to collaborate with us to achieve your goals. Together, we can explore the opportunities available.

We invite you to consider the opportunities available and we look forward to working with you.

Contact: Ms Katie O'Connor
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Contact us!

