

# CONSTRUCT FEST

THE LARGEST VIRTUAL FAIR IN THE  
CONSTRUCTION MARKET IN ROMANIA

14th-16th APRIL 2021



Universitatea Tehnică  
de Construcții București

# About ConstructFEST



**ConstructFEST** is a reference event for the construction market in Romania.

It is the event that brings together **the largest companies in the field, students and potential students, future construction engineers.**

# ConstructFEST 2017-2019

Within ConstructFEST there were organized various events that came in support of future human resources in the field, current and future students, but also in support of companies in the field of construction used as a means of promotion and networking.

**The faculty fair**



**The company fair**



**Presentations**



**Open Days**



**Workshops and round tables**





# CONSTRUCT FEST

Participating companies



COMPANII PARTICIPANTE

Participating students



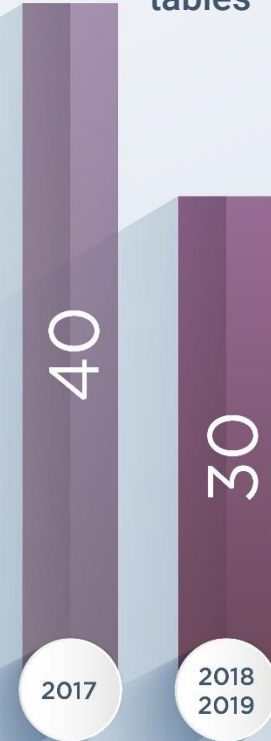
STUĐENȚI PARTICIPANȚI

High school students



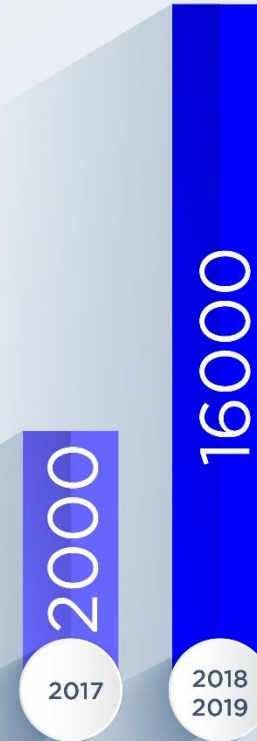
ELEVI

Presentations, workshops and round tables



PREZENTĂRI, ATELIERE ȘI MESE ROTUNDE

Reach in social media



REACH ÎN SOCIAL MEDIA

Engagement in Facebook



ENGAGEMENT ÎN FACEBOOK

Magazine and video distribution

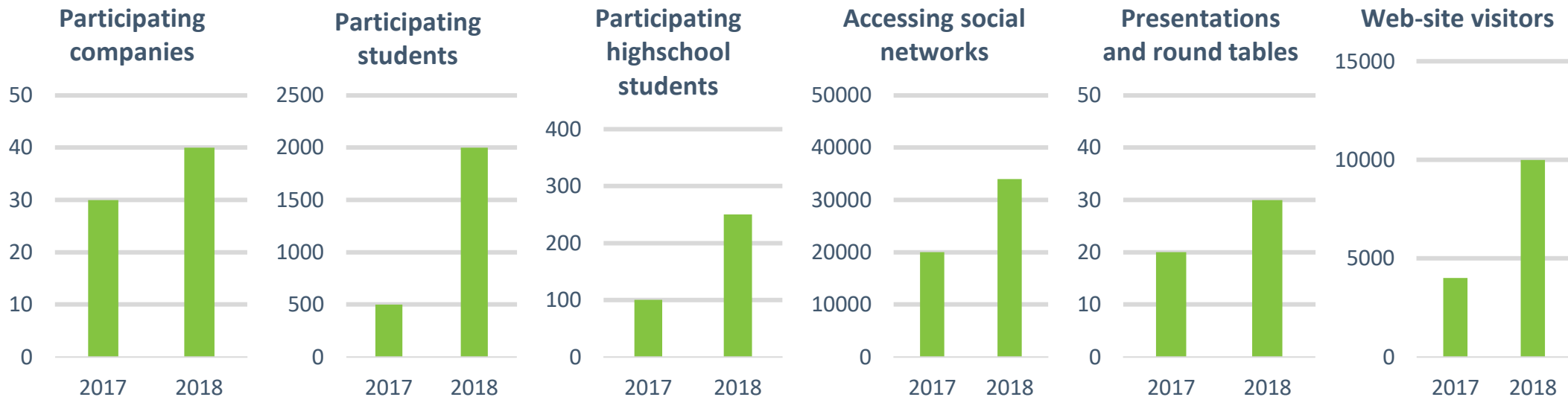


REVISTĂ DISTRIBUITĂ ÎN 500 DE EXEMPLARE ȘI UN CLIP VIDEO TIP AFTERMOVIE

# ContractFEST 2017-2019

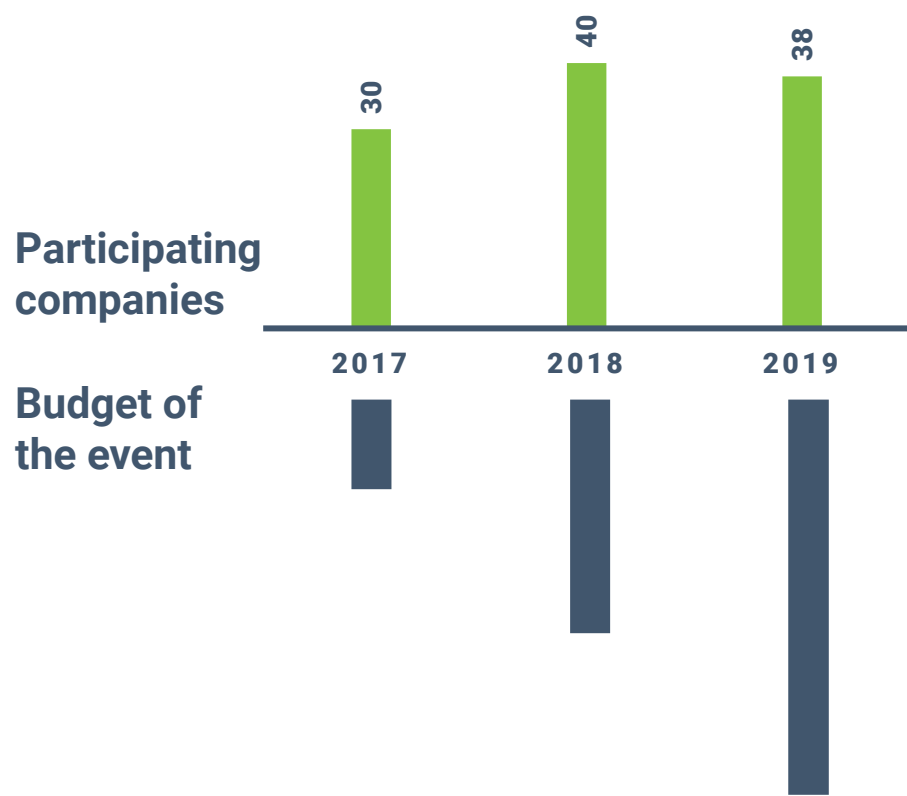


# Evolution ConstructFEST



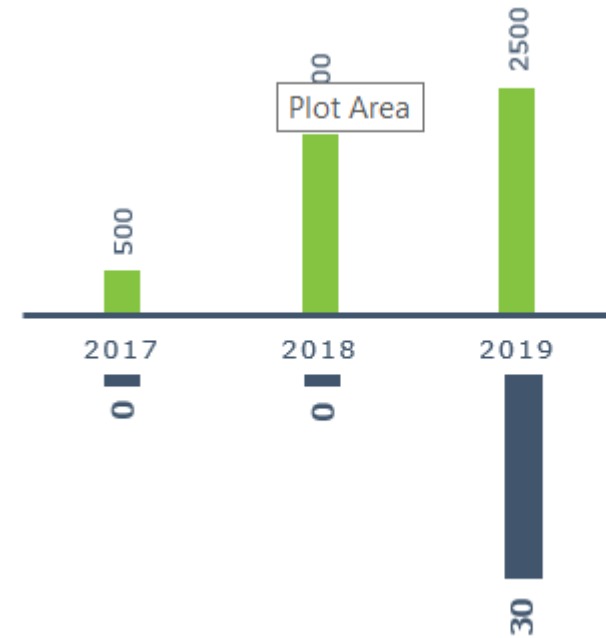
The increase of notoriety received by the event from one edition to another is obvious and makes us optimistic that in the 2021 edition we will have a high participation rate among students, teachers and relevant actors in the field, in the virtual environment, through an extensive communication campaign.

# Evolution ConstructFEST



Participating students

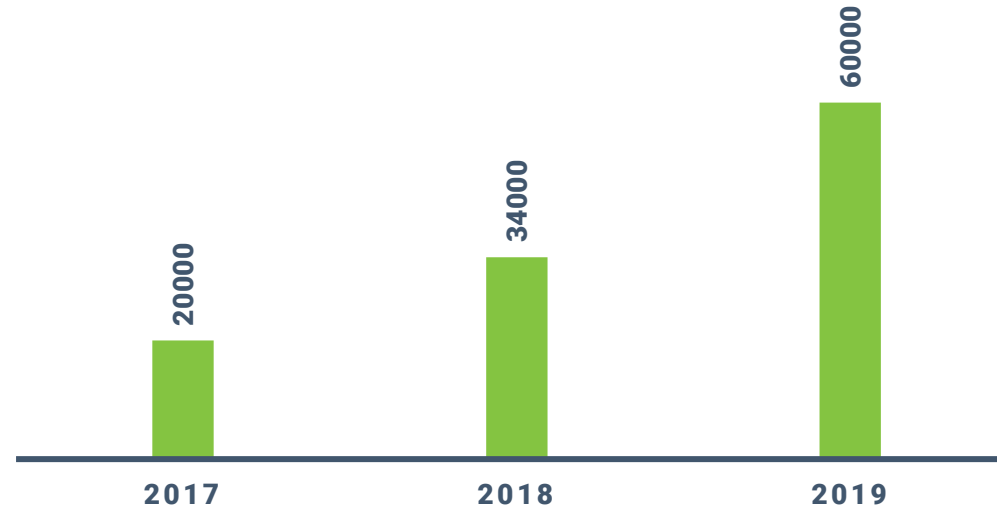
Number of students who have participated in the sessions





# Evolution ConstructFEST

Company  
Reach on  
social media





# ConstructFEST 2021





The 4th edition of Construct FEST is built based on the feedback received from the participants from the previous editions and the Advisory Board of UTCB, by optimizing the opportunities offered by the meetings between the economic environment and students, to multiply the positive results.

**Given the current epidemiological restrictions, this year's edition will take place in the virtual environment, but will allow all the assets of a classic event of interaction, networking, round tables and sessions with students.**

This year ConstructFEST is an event within **EU-CONEXUS**, becoming an event on a European scale.

# UTCB – part of EU-CONEXUS

EU-CONEXUS was set up under the European Universities initiative. This program is led by the European Commission and was created to strengthen strategic partnerships at European level and to increase the competitiveness of European universities.

**In 2025, the European University for Smart Sustainable Development of Coastal Urban Areas (EU-CONEXUS) will become the only European transnational higher education and research institution that can cover, in a comprehensive and interdisciplinary manner, sustainable development and societal challenges that urban coastal areas are faced with.**

EU-CONEXUS has chosen to focus on coastal and semi-urban coastal areas, as these are increasingly densely populated areas and are very important for trade, aquaculture and fishing, energy and tourism. At the same time, these coastal areas are the most vulnerable to the consequences of climate change. Universities and research institutes play a central role in promoting the "Blue Economy" and "Blue Growth". But a new approach to the organization of studies and research is needed to highlight the complexity of the problems and opportunities encountered in coastal urban environments.





KV

UT  
CB  
Universitatea Tehnică  
de Construcții București



CONEXUS  
Universitatea Europeană pentru  
Ingineria, Știința și Mediul  
de Construcții din România

14-16  
APRILIE  
2021

# CONSTRUCT FEST

TÂRGUL VIRTUAL DE REFERINȚA DIN  
PIAȚA CONSTRUCȚIILOR  
EUROPENE

TÂRGUL  
UNIVERSITĂȚILOR DE  
TOP EUROPENE

MESE  
ROTUNDE

INTERNSHIPURI

SESIUNI  
ȘTIINȚIFICE

TÂRGUL  
COMPANIILOR



MESE ROTUNDE  
INTERNSHIPURI  
TÂRGUL COMPANIILOR

14-16 APRILIE 2021  
**CONSTRUCT FEST**  
TÂRGUL VIRTUAL DE REFERINȚĂ DIN  
PIAȚA CONSTRUCȚIILOR EUROPENE

14-16 APRILIE 2021  
**CONSTRUCT FEST**  
TÂRGUL VIRTUAL DE REFERINȚĂ DIN  
PIAȚA CONSTRUCȚIILOR EUROPENE

CONFERENCE ROOM  
14-16 04. 2021

VIRTUAL  
CYCLE  
MEETING  
CONSTRUCT FEST

WELCOME

VIRTUAL  
CYCLE  
MEETING  
CONSTRUCT FEST

WORKSHOP ROOM  
14.16 04. 2021

MESE ROTUNDE  
TÂRGUL COMPANIILOR



14-16  
APRILIE  
2021

**CONSTRUCT. FEST**  
TÂRGUL VIRTUAL DE REFERINȚĂ DIN  
PIAȚA CONSTRUCȚIILOR EUROPENE

The poster on the left side of the stand features a stylized cityscape with a construction crane and a circular arrow icon. It includes the dates '14-16 APRILIE 2021' and the event title 'CONSTRUCT. FEST' in large, bold, green letters. Below the title, it reads 'TÂRGUL VIRTUAL DE REFERINȚĂ DIN PIAȚA CONSTRUCȚIILOR EUROPENE'. Logos for 'UE' and 'EUROPEAN UNION' are visible in the top left corner.



14-16  
APRILIE  
2021

**CONSTRUCT. FEST**  
TÂRGUL VIRTUAL DE REFERINȚĂ DIN  
PIAȚA CONSTRUCȚIILOR EUROPENE

The poster on the right side of the stand is identical to the one on the left. It features a stylized cityscape, a construction crane, and a circular arrow icon. The text includes the dates '14-16 APRILIE 2021', the event title 'CONSTRUCT. FEST' in large, bold, green letters, and the subtitle 'TÂRGUL VIRTUAL DE REFERINȚĂ DIN PIAȚA CONSTRUCȚIILOR EUROPENE'. Logos for 'UE' and 'EUROPEAN UNION' are visible in the top left corner.

# CONSTRUCT. FEST

3Dview  
Virtual Expo



CONSTRUCT. FEST



Presentation

Zoom Chat



CONSTRUCT.  
FEST

Godm

# Promotion Strategy and KPI'S





# KPI's- 2021



**100** high school - promotion



**1000** high school students

**Growth of 100%**



**6000** students and graduates

**Growth of 240%**



**100** companies

**Growth of 150%**



over **200000** persons to find out about the event

**Growth of 120%**

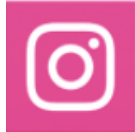
# Communication channels

## Brand Awareness

### Social Media Campaign



Facebook Ad Campaign



Instagram



Youtube Prerolls



TIK TOK Challenges

### Digital Media Campaign



Paid ads in Google Display Network

# Communication channels

## PR campaign

- Online press conference
- Interviews
- Advertorial
- Radio
- Press Releases

Follow-up media  
Relations report



# About ConstructFEST 2021

Within ConstructFEST there are organized various events that come in support of future human resources in the field, current and future students, but also in support of companies in the field of construction used as a means of promotion and networking. There are several advantages to organizing this virtual event: The number of sponsors or participants is no longer limited by physical space.

University Fair  
(UTCB and  
**EU-CONEXUS**)



Company fair  
(**virtual expo**)



Conferences



UTCB Open Day (**virtual  
tour 360**)



Workshops and round  
tables





# Preliminary Agenda



## Wednesday 14 april

09:30-12:00 Official Opening of ConstructFEST 2021 event

12:00-13:00 Lunch break

11:00-16:00 Virtual tour of companies and internship fair- day 1

16:00-17:00 Networking session

17:00-19:00 Round table (TBD)



# Preliminary Agenda



## Thursday 15 april

09:30-12:00 Round table (TBD)

12:00-13:00 Lunch break

13:00-16:00 EU-CONEXUS universities fair- day 2

16:00-19:00 Round table (TBD)



# Preliminary Agenda



## Friday 16 april

09:30-12:00 Session dedicated to stakeholders

12:00-13:00 Lunch break

13:00-16:00 Round table (TBD)

16:00-19:00 Career counseling and guidance center

# Budget and packages participation







MAIN SPONSOR



PARTNER



TITLE SPONSOR

SERVICES	500 EUR	1000 EUR	2.000 EUR
Inclusion in the event brochure - dedicated page		✓	✓
<b>Exhibitor profile presentation materials, meetings with students - live chat, presentation video and presence in all spaces of the virtual fair</b>		✓	✓
Speaker at the conference (15 min)			✓
Participation in round tables	✓	✓	✓
Promote media (GDN)	✓	✓	✓
Promote SoMe	✓	✓	✓
PR			✓
Report after event			✓
Mention (first line, information site and during the event)	✓	✓	✓



**EU CONEXUS**



Universitatea Tehnică  
de Construcții București



**ASCB**

Clădim Caractere, Construim Viitorul

# Thank you for your attention!

For more information

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For more information

**Contact Godmother (for stakeholders)**

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[www.utcb.ro](http://www.utcb.ro)