

## FOR IMMEDIATE RELEASE

### IAS Careers Fair 2017 attracts a big turnout!

Singapore, 23 February, 2017 – More than 750 enthusiastic students and mid-career switchers visited the Institute of Advertising Singapore (IAS) Careers Fair 2017 - the only Marketing Communications Career Fair in Singapore, which was held at The Red Dot Design Museum on February 23, 2017.

Digital transformation has led to companies creating and centralizing new job roles in Singapore such as digital creatives, programmatic specialists, data scientists, innovation consultants, creative technologists, social media strategists, and UX/UI designers. There is thus a pressing need for marketing professionals to upskill and reskill to stay relevant, and for companies to gain access to professionals who can fill these new opportunities in marketing. As part of Singapore Economic Development Board (EDB)'s collaboration with IAS, exciting industry-wide programmes are being put in place for talent attraction, retention and leadership development. The IAS Careers Fair is one such annual event that seeks to increase wider awareness of career opportunities within the marketing industry.

LASALLE, Nanyang Technological University (NTU), National University of Singapore (NUS), Singapore Institute of Management (SIM) and Singapore Management University (SMU) comprised 76% of the student attendees. 7% of the students were from 'Sciences' with the most from Statistics/Engineering background. In terms of job readiness, 70% of the students had graduated or will be graduating between 2015 and 2017, ready to take on fresh career opportunities. Of the 70%, 55% will be graduating in 2017.

Nearly a quarter of the attendees were from a creative discipline, marking 2017 as the year with the highest attendance from this group. This was partly due to the 'Speed Chat' session, where 20 Creative Directors from 8 agencies met with 60 top creative students graduating this year, with the intention of possibly hiring them for internship and full-time roles.

Commenting on the marketing communications landscape in Singapore, Chris Riley, Group Chairman, Ogilvy & Mather Singapore, and Chair of the IAS Careers Fair 2017, said, "The discussions we had with students this evening were both high quality and great fun! It's important we are able to tell the story of how our industry is changing and all the opportunities this presents. It is vital that we invest in local talent and nurture their skills in fast-growth modern marketing practices such as data analytics, user experience (UX) and creative technologies which will continue to be in high demand. It is an honour for Ogilvy to be involved in this event and heartening to see the calibre of talent and ambition present in Singapore."

Shufen Goh, President of IAS, Co-Founder & Principal of R3 Worldwide, added, "The continued uptrend of attendees and the diversification of the type of talents are good indicators that IAS has continued to gain traction amongst the youths, our future."

Besides Careers Fair, EDB and IAS have co-designed two other programmes:

- **UPSTARTS**, a graduate placement programme that seeks to attract high-performing fresh graduates to the industry by providing a 12-month structured rotation programme

in leading agencies, along with mentorship opportunities and digital marketing workshops, in order to accelerate learning for these future leaders. <http://ias.org.sg/ias-wp/events/upstarts/>

- **MENTORS@IAS**, which aims to groom promising Singaporean professionals to become future leaders of the industry by providing them with direct access to some of the most respected industry leaders, including agency C-suite executives and giving them a unique advantage to accelerate their professional development. <http://ias.org.sg/ias-wp/mentorsias/>

IAS Career Fair 2017 was supported by Mediacorp, Asia Pacific Breweries, Ogilvy & Mather, Zpixel.

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### **About IAS Careers Fair 2017**

Into its 4th year, IAS Careers Fair 2017 is organised by the Institute of Advertising Singapore (IAS). It is the ONLY marketing communications career fair targeted at undergraduates and recently graduated students from the top universities and polytechnics in Singapore.

### **About the Institute of Advertising Singapore**

The Institute of Advertising Singapore (IAS) was founded in 1990 with the aim to position Singapore as an internationally recognised “centre of excellence” with world class advertising professionals, international best practices and industry leading creative output. The IAS has several highly successful business platforms for the advertising and marketing communities to meet, collaborate and raise the standards of the industry as well as encourage continuous education. In 2008, the Institute of Advertising conceptualised and launched the successful World Effie Festival (WEF) and the Asia Pacific Effie Awards. The IAS has also organised the Singapore International Advertising Congress since 1998. It is the national organiser for the Singapore Advertising Hall of Fame Awards as well as the Academy of Judges (For Advertising & Marketing Awards), The Academy of Creative Directors and The Annual campaign for Singapore’s Most Influential Creative Directors. It also organised the Effie Singapore Awards, which is recognised worldwide as the gold standard for marketing effectiveness.