

## **FOR IMMEDIATE RELEASE**

### **Record number of attendees at IAS Career Fair 2016**

Singapore, 26 February, 2016 – More than 700 enthusiastic students and mid-career switchers thronged IAS Career Fair 2016 - the only Marketing Communications Career Fair in Singapore, held at The Red Dot Design Museum last week.

The number compared to 600 attendees last year.

This year's Career Fair saw applicants from a wider spectrum of disciplines from leading universities and polytechnics in Singapore.

Organised by the Institute of Advertising Singapore, the IAS Career Fair allows students and early-career switchers a targeted platform to network with prospective employers from top agencies within creative, PR, digital, social, research and media.

#### **Shufen Goh, President of the Institute of Advertising Singapore, Principal of R3 worldwide**

"IAS Career Fair is an excellent interactive platform for Singapore's talent to hear first hand from practitioners and hiring managers what it takes to be IDEAS people, and for agencies to be creative on standing out as attractive employers. Be it first jobbers or mid-career switchers, the energy, passion and buzz at the fair itself is infectious and inspiring. Something that is hard to replicate online or any other medium."

#### **John Hadfield, Chair IAS Career Fair 2016, CEO at Bartle Bogle Hegarty Asia Pacific**

"Another cracking event. Lots of great potential talent. Lots of Agencies showing their very best side. And the industry as a whole feeling vibrant and attractive."

#### **Clarence Tan, graduating student at SIM University**

"IAS Career Fair 2016 is definitely a great opportunity for me to discover more about the varied specialised services within top agencies."

IAS Career Fair 2016 was supported by MediaCorp, Asia Pacific Breweries and SPH Digital.

For more information:

#### **Contact**

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### **About IAS Career Fair 2016**

Into its 3rd year, IAS Career Fair 2016 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.

IAS Career Fair 2016 attracted active participation from top agencies within the industry from creative, PR, digital, social, research and media.

### **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 Wall Poster 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.