

Heineken Recruitment Day At Emirates Old Trafford



Old Trafford

Date
15 May 2017



Location
Pavilion



Delegates
10



Overview of the event

As a Partner of Lancashire Cricket Club, Heineken chose to hold its first ever North West based recruitment event at the Club's home, Emirates Old Trafford.

Utilising the entire top floor of Executive Boxes in the Pavilion, gave the event a premium and exclusive feel for both Heineken and the candidates.

Inviting ten individuals, Heineken ran the event to assess the suitability of candidates for employment within the organisation, requiring the use of the Pavilion for different aspects of the day, including interviews, tasks and breakout space.

“ Emirates Old Trafford is a superb venue in a fantastic location. The facilities made it the perfect place to hold our first ever Heineken Recruitment Day in the North West. The food was excellent, staff great and the overall experience outstanding! Candidate feedback was very positive, its not often interviewees mention the venue in their feedback. ”



Graeme Nicholson
Regional Sales Director,
Heineken



The Brief

Heineken required a venue with extensive parking, superb location within Greater Manchester and that had excellent transport links to the city centre and motorways.

It was crucial that the chosen venue also had a 'wow' factor to ensure the candidates felt passionately about wanting to work for Heineken. The rooms had to be functional and versatile as Heineken required interview rooms, breakout space and separate rooms for candidates to complete tasks.

It was also important to Heineken to be able to offer its candidates lunch and refreshments on the day, meaning a venue that could offer first-class catering was a top priority.

Results

Emirates Old Trafford proved to be the perfect location to host Heineken for its recruitment event. From the capacity to accommodate the numbers and the versatility of the rooms to being in a stunning cricket ground location and easily accessible from the city centre and all major transport links including the Metrolink.

The premium quality and exclusive use of the Executive Boxes allowed Heineken to portray its vacancies favourably. This coupled with outstanding catering ensured candidates felt valued by the venue and Heineken and that both clients and candidates were well looked after, maintaining concentration throughout the event – perfect for a recruitment day.

