

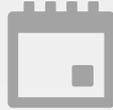
# Heineken Recruitment Day At Emirates Old Trafford

May 2017



Old Trafford

**Date**  
15 May 2017



**Location**  
The Pavilion



**Delegates**  
10



## Overview of the event

As an Emirates Old Trafford Partner, Heineken chose to hold its first ever North West based recruitment event at Emirates Old Trafford.

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

Inviting 10 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, it's not often interviewees mention the venue in their feedback! ”



**Graeme Nicholson**  
Regional Sales Director, Heineken



## The Brief

Heineken required a venue with extensive parking in a superb location within Greater Manchester, with excellent transport links to the city centre and motorways, as candidates would be travelling from across the region.

It was crucial that the chosen venue had a 'Wow Factor' to ensure candidates felt passionately about wanting to work for Heineken, and that the spaces/rooms were functional and versatile, as Heineken required interview rooms, breakout space and rooms for candidates to complete tasks.

It was 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 North West recruitment event. From the capacity to accommodate the number and versatility of rooms, to being in a stunning cricket ground location, yet easily accessed from the city centre and major transport links including the Metrolink.

The premium quality of Emirates Old Trafford 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, helping to maintain concentration throughout the event - perfect for a recruitment day.

