Out of Home International Promotes Derby Rail Event with Atkins

Wednesday 18 February, 2015

Out of Home International has launched a new campaign with global engineering consultancy firm Atkins, promoting the upcoming rail engineers recruitment evening to be hosted in Derby. Two 6 sheet advertisements are currently on show in Derby railway station in order to drum up interest ahead of the event which takes place at Derby's Hallmark Hotel on 26 February.

The 6 sheet advertisements are a bright and vivid blue colour, with informative text providing details of the event and how those interested can register to confirm their attendance. Emotive language such as 'this is my story' is used to grab the attention of potential attendees, and the adverts also include a useful QR code to give the public easy access to the event's website on-the-go through their smartphones. 6 sheet advertising is the ideal advertising media format for communicating such an event to the public, and with the ads standing proudly in the busy Derby railway station they are guranteed to be absorbed by both commuters and those currently involved in the rail industry.

Founded back in 1938, Atkins is one of the world's most respected design, enginering and project management consultancies. The upcoming rail engineers recruitment evening invites those interested in becoming part of its rail team in Derby to attend, with a number of job vacancies currently available, from fleet and rolling stock to electrification. Those interested can confirm their attendance online at: www.atkinsglobal.com/DerbyRailEventTS.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: "*Out of Home International is pleased to launch this advertising campaign with Atkins ahead of the rail engineering recruitment event in Derby. With the ads on show in the train station I'm sure we'll see a lot of sign ups in the run up to the event on the 26th.*"

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