



#### Digital Channels

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PPC Campaigns

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## The Great Comeback Roadshow

Bringing Technical Engineering Talent to Ireland

**HERO**  
Recruitment

**Boston Scientific**  
Advancing science for life™

### The Great Comeback Roadshow

In the most ambitious campaign of it's kind in Ireland, Boston Scientific Ireland partnered with HERO Recruitment to search and entice the best technical talent in the disciplines of Quality & Manufacturing Engineering. Hiring Managers travelled in person, along with the HERO team to our four Roadshow Events in Sydney and Melbourne.

This 8 week campaign received National and International recognition along with sold out events across four Australian locations.

### Segmented Target Audiences

- 1.Irish Expats working in Australia
- 2.Australians eligible to migrate to Ireland
- 3.Expats holidaying in Australia
- 4.Expats returning home for Christmas and holidays
- 5.UK and EU Citizens living in Australia



"From the initial reach out via LinkedIn to the meet and greet at The Great Comeback Roadshow, Sydney event to the ongoing support, I cannot recommend HERO Recruitment and it's team highly enough. Not only is HERO extremely professional, but they are also very forthcoming with information, friendly and very much pro-Boston Scientific.

The Sydney event was beyond our expectations, the team were very knowledgeable, approachable and delivered an exceptional and passionate presentation about Boston Scientific and Galway, that made us feel proud to be Irish and really eager to become part of the Boston Scientific team. It's extremely impressive to deal with a recruitment company that holds such empathy. A big shout out to Deirdre for her hard work, endless follow-ups and reassurance throughout the process. "

Sean Lally, Manufacturing Engineer, Boston Scientific

<b>04</b> Roadshow Events	<b>1321</b> Invitations to attend
<b>45</b> Sydney Attendees Melbourne	<b>54</b> Attendees
<b>309</b> Applications under review	<b>519</b> CV Submissions
<b>176</b> Interviews	<b>32,351</b> Views Boston Scientific Jobs on the HERO website
<b>178,000</b> Facebook Views (Dedicated campaign page)	<b>342,000</b> LinkedIn Views
<b>8251</b> Website visits greatcomeback.ie	<b>4328</b> Unique visitors to thegreatcomeback.ie
<b>&gt;500</b> Facebook followers	<b>3000</b> Twitter views

### Total Placements

2017	13	2018	25 <sup>+</sup>	2019	48 <sup>+</sup>
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# The Results