

Interview Preparation

Marketing Coordinator Tradefairs (f/m/d) — easyFairs Switzerland GmbH

Motivation & Interest

Question 1: Easyfairs is a fast-growing international event company that creates unique networking and business platforms. What specifically about the Marketing Coordinator Tradefairs role at easyFairs Switzerland GmbH attracted you, and how does it align with your career aspirations?

Answer: I'm drawn to easyFairs' dynamic and innovative approach to event management, particularly its focus on creating unique networking and business platforms. The Marketing Coordinator Tradefairs role excites me because it offers a 360-degree view of marketing, from content strategy to campaign execution and website management, which directly aligns with my experience in launching marketing initiatives and implementing global websites. My career aspiration is to grow within a company that values creativity and offers opportunities for continuous learning in a fast-paced, international environment. Easyfairs' rapid growth and commitment to being the 'exhibition organizer of the future' resonate strongly with my ambition to contribute to impactful B2B events.

Key Points:

- Express genuine interest in easyFairs' mission and growth.
- Connect role responsibilities (360-degree marketing, content, website) to CV experience.
- Align personal career aspirations (creativity, learning, international environment) with company culture and industry.

Question 2: You are currently pursuing a Bachelor's degree in Business Administration with a specialization in General Management. How do you see this academic background, combined with your internship at Muster & Young Schweiz AG, preparing you for the specific demands of a Marketing Coordinator role within the trade fair industry?

Answer: My Bachelor's in Business Administration provides a strong foundational understanding of business operations, strategy, and management principles, which are crucial for coordinating complex marketing plans. The General Management specialization has equipped me with a holistic perspective, enabling me to understand how marketing integrates with overall business goals. My internship at Muster & Young Schweiz AG was highly practical, where I gained hands-on experience in branding, marketing, and communications, including launching initiatives and website implementation. This blend of theoretical knowledge and practical application, particularly in marketing concepts and administrative tasks, directly prepares me to manage the varied demands of this Marketing Coordinator role, where both strategic thinking and operational execution are key.

Key Points:

- Explain how Business Administration is relevant to marketing coordination.
- Highlight practical skills gained from the internship (marketing initiatives, website) and link to job demands.
- Emphasize the combination of theoretical and practical experience.

Company & Culture Fit

Question 3: Easyfairs prides itself on a culture of 'nurturing talent' and 'having fun,' and encourages 'creative intrapreneurship.' How do these values resonate with your approach to work, and can you provide an example of how you've embodied them in a past role?

Answer: The values of 'nurturing talent,' 'having fun,' and fostering 'creative intrapreneurship' at easyFairs deeply resonate with my personal work philosophy. I believe that a positive and supportive environment, where experimentation is encouraged, leads to the best outcomes. During my internship at Muster & Young Schweiz AG, I was given the autonomy to implement a new global website in Switzerland. This task required me to think creatively about user experience and content presentation, and I approached it with enthusiasm, seeing it as an opportunity to learn and contribute significantly. I embraced the challenge independently, which aligns with 'creative intrapreneurship,' and found the process highly rewarding, embodying the 'having fun' aspect while nurturing my own skills.

Key Points:

- Affirm alignment with easyFairs' values (nurturing talent, having fun, creative intrapreneurship).
- Provide a specific example (website implementation) that demonstrates these values.
- Explain how the example reflects independence, creativity, and enjoyment in work.

Question 4: The job description mentions that you will be a 'team player' working to achieve marketing goals and enhance customer experience. Your CV highlights 'Independence' as a soft skill. How do you balance your independent work style with effective team collaboration in a fast-paced environment like easyFairs?

Answer: While I value my independence in taking ownership of tasks and driving them forward, I recognize that true success in marketing, especially in an event company like easyFairs, is a collaborative effort. My 'Independence' means I can proactively identify solutions and manage my responsibilities without constant oversight, which frees up team members to focus on their areas. However, I ensure constant communication and transparency with my team, actively seeking feedback and offering support where needed. For instance, in my current role, while I independently implemented the new global website, I regularly coordinated with various internal stakeholders to ensure alignment and gather necessary inputs, demonstrating my ability to integrate independent work within a cohesive team structure.

Key Points:

- Acknowledge both independence and the need for teamwork.
- Explain how independence benefits the team (proactivity, efficiency).
- Provide an example of balancing independence with collaboration (website project with stakeholder coordination).

Question 5: Easyfairs is a leader in the event management industry, with a strong focus on B2B events. What do you understand about the unique challenges and opportunities of marketing within the trade fair and exhibition sector, particularly for B2B audiences?

Answer: I understand that marketing in the trade fair and exhibition sector, especially for B2B audiences, presents unique challenges and opportunities compared to general marketing. The primary challenge is targeting very specific professional niches and demonstrating clear ROI for exhibitors and value for visitors. Opportunities lie in creating highly curated, immersive experiences that foster direct networking and business generation. Unlike broader consumer marketing, B2B trade fair marketing requires a deep understanding of industry trends, precise content tailored to professional needs, and effective lead generation strategies. The focus shifts from mass appeal to highly targeted engagement, leveraging platforms like e-mail, website, and social media to attract and retain specialized audiences, which aligns with the tasks outlined in this role.

Key Points:

- Demonstrate understanding of B2B event marketing's specific nature.
- Identify challenges (targeting niches, ROI) and opportunities (networking, business generation).

- Relate these insights to the job's marketing tasks (content, email, social media).

Experience & Skills

Question 6: Your CV states you 'implemented a new global website in Switzerland' at Muster & Young. Could you elaborate on this project? What was your role, what content management system (CMS) did you use, and what challenges did you face and overcome during its implementation?

Answer: During my internship at Muster & Young Schweiz AG, I was responsible for the implementation of a new global website specifically for the Swiss market. My role involved coordinating with the global team to adapt existing content and ensure local relevance, as well as managing the migration and launch process. While the specific CMS used was a proprietary system, my experience involved uploading and structuring content, ensuring brand consistency, and testing functionality before launch. A key challenge was ensuring seamless integration with existing marketing tools and data, as well as managing various stakeholder expectations regarding content and design. I overcame this by establishing clear communication channels, conducting thorough testing, and proactively addressing feedback to ensure a successful and timely launch of the localized website.

Key Points:

- Describe the scope and responsibilities of the website implementation project.
- Discuss the type of CMS used, even if proprietary, and the tasks performed.
- Detail challenges faced (integration, stakeholder management) and how they were overcome.

Question 7: You assisted in the 'launch of various marketing initiatives' during your internship. Can you describe one specific initiative you were involved in? What was your contribution, what were the goals, and what was the outcome?

Answer: One significant marketing initiative I assisted with was the launch of a new product branding campaign targeting a specific B2B segment. My contribution involved preparing marketing materials, including digital brochures and social media content, and coordinating their distribution across various channels. I also helped organize internal communication to ensure sales teams were aligned with the new messaging. The primary goal was to increase brand awareness and generate leads for the new product. While I was an assistant, the outcome was a successful internal rollout and positive initial feedback from the sales team on the clarity and effectiveness of the materials, which contributed to a strong start for the product's market introduction. This experience honed my ability to support comprehensive marketing efforts.

Key Points:

- Identify a specific marketing initiative (e.g., product branding campaign).
- Detail personal contributions (material preparation, coordination).
- Explain the goals and the positive outcomes of the initiative.

Question 8: The Marketing Coordinator role involves significant administrative and organizational tasks, including supporting the sales team and managing partnership agreements. Your CV mentions 'organizational and administrative tasks' and 'processing accounts payable and receivable.' How do these experiences prepare you for the coordination aspect of this role?

Answer: My experience with 'organizational and administrative tasks' at Muster & Young, which included marketing concepts and controlling, directly prepared me for the coordination aspect of this role. It taught me the importance of meticulous planning, attention to detail, and efficient task management to ensure projects stay on track. Furthermore, my previous role as an Accounting

Clerk, where I processed accounts payable and receivable, instilled in me a highly structured approach to work and accuracy in handling critical information. These experiences have cultivated strong organizational skills and a reliable administrative foundation, which are essential for coordinating marketing materials, managing partnership agreements, and providing effective support to the sales team throughout the exhibitor attraction process at easyFairs.

Key Points:

- Connect 'organizational and administrative tasks' to the coordination required in this role.
- Explain how accounting experience developed structured approach and attention to detail.
- Relate these skills to specific job responsibilities like managing agreements and supporting sales.

Question 9: Your CV notes you 'handled inquiries regarding debtors/creditors and various clarifications with external and internal stakeholders.' How does this experience demonstrate your ability to manage relationships and ensure smooth communication, which is crucial for managing partnership agreements and supporting sales at easyFairs?

Answer: Handling inquiries regarding debtors and creditors required constant and clear communication with both external parties and internal departments. This experience taught me to listen attentively, articulate information precisely, and resolve issues professionally, often under pressure. It built my ability to manage expectations, negotiate solutions, and maintain positive relationships even in challenging situations. This directly translates to the Marketing Coordinator role at easyFairs, where managing partnership agreements and supporting the sales team requires excellent interpersonal and communication skills. I am adept at clarifying needs, providing timely information, and ensuring that all stakeholders are aligned and satisfied, which is vital for successful collaborations and exhibitor management.

Key Points:

- Explain how past stakeholder handling developed communication and problem-solving skills.
- Emphasize the ability to manage expectations and maintain positive relationships.
- Directly link this experience to the job's requirement for managing partnerships and supporting sales.

Technical & Role-Specific

Question 10: The role requires you to 'develop and implement a targeted content strategy' and 'design and create target group-oriented content for digital communication.' While your CV mentions assisting marketing initiatives, can you describe your specific experience or approach to developing content strategies and creating engaging digital content?

Answer: While my previous role focused more on assisting and implementing, I have gained foundational understanding and practical exposure to content strategy. When implementing the global website, I was involved in adapting and structuring content to be target-group oriented for the Swiss market, considering local preferences and search behaviors. My approach to developing content strategy begins with understanding the target audience's needs and pain points, then identifying the most effective channels and formats to reach them. For creating engaging digital content, I focus on clear, concise messaging combined with visually appealing elements. I am eager to apply my foundational knowledge and learn easyFairs' specific methodologies for developing and implementing comprehensive content strategies, particularly for B2B event audiences.

Key Points:

- Acknowledge limited direct experience in *developing* strategies but highlight related tasks (adapting content).
- Describe a theoretical approach to content strategy (audience, channels, formats).

- Emphasize willingness to learn and apply knowledge within the easyFairs context.

Question 11: The job description emphasizes managing social media activities, including content planning, copywriting, posting, and performance follow-up. What is your experience with managing social media for a business, and what platforms are you most familiar with?

Answer: In my previous marketing internship, I gained exposure to social media as part of broader marketing initiatives. While I wasn't solely responsible for full social media management, I contributed to content creation for various platforms, ensuring brand consistency and messaging. I am proficient in developing concise and engaging copy for different social media formats and understand the importance of tailoring content to specific audiences. I am familiar with major platforms such as LinkedIn, Instagram, and Facebook, particularly in a professional context. I also understand the basic principles of tracking engagement and performance to optimize future posts. I am keen to further develop my skills in comprehensive social media management, including strategic planning and detailed performance analysis, within the B2B event context at easyFairs.

Key Points:

- Detail specific contributions to social media (content, copywriting, brand consistency).
- Mention familiar platforms (LinkedIn, Instagram, Facebook) and context (professional).
- Express understanding of performance tracking and eagerness to develop further.

Question 12: The role requires experience with content management systems, preferably WordPress, and managing website content. While you implemented a global website, can you confirm your specific experience with WordPress or other widely used CMS platforms?

Answer: During my internship, the global website I implemented utilized a proprietary CMS specific to the company. While it wasn't WordPress directly, the experience provided me with a strong understanding of content structuring, page layout, media integration, and general website management principles common to most CMS platforms. I am a quick learner and confident in my ability to rapidly adapt to new systems, including WordPress, given my foundational understanding and advanced proficiency in Microsoft Office 365 and SAP, which demonstrates my aptitude for mastering complex software. I am eager to gain hands-on experience with WordPress and contribute to the ongoing development of easyFairs' websites.

Key Points:

- Clarify that previous CMS was proprietary, not WordPress.
- Highlight transferable skills from that experience (content structuring, layout, media integration).
- Emphasize quick learning ability and readiness to master WordPress.

Question 13: A key task is to 'plan, coordinate, and execute e-mail marketing campaigns to win exhibitors and visitors.' What is your experience with email marketing, from list segmentation and content creation to campaign execution and analysis?

Answer: In my previous marketing role, I was involved in supporting the execution of email marketing campaigns. My experience included assisting with the preparation of email content, ensuring it was aligned with campaign objectives and target audience segments. I understand the importance of clear calls-to-action and compelling subject lines to drive engagement. While I haven't directly managed full-cycle campaign execution or detailed analysis independently, I have a strong grasp of the principles behind effective email marketing, including the need for proper list management and A/B testing. I am proficient with Microsoft Office 365, which supports data

organization for segmentation, and I am eager to apply and expand my knowledge in planning, coordinating, and executing successful email campaigns for easyFairs' trade fairs.

Key Points:

- Describe involvement in email marketing (content preparation, alignment).
- Demonstrate understanding of key elements (CTAs, subject lines, segmentation).
- Express readiness to take on full campaign execution and analysis.

Behavioral

Question 14: As a Junior U12 Coach for Volleyball Club Zurich, you're involved in 'team coaching' and 'conducting training sessions.' How has this experience shaped your ability to work collaboratively, motivate a team, and communicate effectively to achieve shared goals, all crucial for this Marketing Coordinator role?

Answer: Coaching a junior volleyball team has been an invaluable experience in developing my collaborative and leadership skills. It taught me how to motivate individuals with diverse personalities and skill levels towards a common goal – improving their game and performing as a cohesive unit. I had to communicate complex instructions clearly and adapt my coaching style to different learning needs, ensuring everyone felt supported and understood their role. This experience directly translates to the Marketing Coordinator role at easyFairs, where being a 'team player' is essential. I can effectively contribute to team discussions, support colleagues, and communicate marketing strategies to achieve our shared objectives, fostering a positive and productive working environment.

Key Points:

- Explain how coaching developed collaborative and leadership skills.
- Highlight ability to motivate diverse individuals and communicate effectively.
- Connect this experience to the 'team player' requirement and achieving shared marketing goals.

Question 15: Tell me about a time when you faced a significant challenge or unexpected obstacle in a project. How did you approach it, what did you learn, and what was the outcome?

Answer: During the implementation of the new global website in Switzerland, an unexpected technical incompatibility arose with some existing local plugins, threatening to delay the launch. Instead of panicking, I approached the issue systematically. First, I thoroughly documented the problem and its potential impact. Then, I proactively communicated with both the global IT team and the local stakeholders to ensure everyone was aware and aligned. I researched potential workarounds and presented a few options, along with their pros and cons. Ultimately, we decided on a temporary solution that allowed us to launch on time, with a plan for a permanent fix post-launch. I learned the critical importance of clear communication, proactive problem-solving, and adaptability when facing unforeseen challenges, ensuring minimal disruption to project timelines.

Key Points:

- Describe a specific challenge (technical incompatibility during website launch).
- Detail the steps taken (document, communicate, research solutions).
- Explain the learning outcome (communication, problem-solving, adaptability) and the positive result.

Question 16: The role requires a high level of commitment, attention to detail, and a structured approach to work. Describe a situation where your meticulousness or structured approach prevented a potential problem or led to a particularly successful outcome.

Answer: In my previous role as an Accounting Clerk, managing accounts payable and receivable required extreme meticulousness to prevent errors that could have significant financial implications. There was a time when I was processing a large batch of invoices, and through my structured approach of cross-referencing every detail against purchase orders and delivery notes, I identified a discrepancy in a supplier invoice that would have resulted in an overpayment of 1'500 CHF. My attention to detail caught this before payment was released. I immediately flagged it, communicated with the supplier for correction, and ensured the correct amount was processed. This not only saved the Canton Zürich a tangible amount but also reinforced the importance of my structured and detail-oriented work in maintaining financial accuracy and preventing issues.

Key Points:

- Provide an example demonstrating meticulousness (accounting discrepancy).
- Explain the structured approach used (cross-referencing).
- Highlight the positive outcome (prevented overpayment, ensured accuracy).

Situational & Hypothetical

Question 17: Imagine you've just started as Marketing Coordinator, and you're tasked with developing the content strategy for an upcoming trade fair. You discover that key information about the target audience and industry trends is outdated or incomplete. How would you proceed to ensure you develop a truly targeted and effective strategy?

Answer: If I found that key information for the content strategy was outdated, my first step would be to identify the most critical gaps. I would then proactively schedule meetings with the Head of Event and sales team, as they are likely to have the most current insights from exhibitor and visitor interactions. Simultaneously, I would conduct thorough market research, leveraging industry reports, competitor analysis, and online forums to gather up-to-date information on target audience demographics, behaviors, and emerging industry trends. I would also consider sending out quick surveys to past attendees or exhibitors if feasible. My goal would be to compile a comprehensive, data-driven understanding of the audience to ensure the content strategy is truly targeted and impactful, even with initial information challenges.

Key Points:

- Identify information gaps and prioritize.
- Proactively seek internal stakeholder input (Head of Event, sales).
- Conduct external market research (reports, competitors, surveys) to fill gaps.

Question 18: You are on-site at a trade fair, supporting operational marketing, and a critical piece of content (e.g., a digital banner for a screen or a social media post) needs to be updated immediately due to a last-minute change. How would you handle this situation, given the fast-paced environment?

Answer: In a fast-paced, on-site scenario requiring an immediate content update, my priority would be rapid problem-solving and communication. First, I would quickly assess the nature of the change and its urgency. If it's a digital asset, I would immediately access our content management system or relevant tools to make the necessary edits. If the change requires design input or approval, I would swiftly communicate with the Head of Event or relevant team members, providing clear details and suggesting potential solutions or workarounds to get a temporary fix in place if needed. My administrative and organizational skills would kick in to ensure I have all necessary access and resources ready. I would then verify the update on the live display or platform to ensure accuracy, minimizing any disruption to the event's marketing efforts.

Key Points:

- Prioritize rapid assessment and communication.

- Detail immediate actions for digital content update (CMS access, editing).
- Explain how to involve relevant stakeholders and verify the fix.

Gaps & Weaknesses

Question 19: The job description mentions a preference for experience in the events, exhibitions, congress, or high precision industry, and ideally, experience in producing business videos. While your CV demonstrates strong marketing and administrative skills, you don't have explicit experience in these specific areas. How do you plan to address these areas, and what transferable skills do you possess that would allow you to quickly adapt?

Answer: I acknowledge that my direct professional experience isn't specifically within the events or high precision industries, nor do I have explicit business video production experience. However, my current internship has provided me with a solid foundation in general marketing and communications, including website implementation and assisting with marketing initiatives, which are highly transferable. My Bachelor's in Business Administration has equipped me with strong analytical and strategic thinking skills, allowing me to quickly grasp new industry specifics. I am a highly motivated and fast learner, as demonstrated by my rapid advancement in my academic and professional roles. I am eager to immerse myself in the trade fair industry, leverage online resources for video production basics, and utilize easyFairs' comprehensive training programs to quickly bridge any knowledge gaps and become a valuable asset to the team.

Key Points:

- Acknowledge the specific gaps (industry experience, video production).
- Highlight transferable skills (general marketing, website, analytical skills, fast learner).
- Outline a proactive plan to address the gaps (immersion, training, self-learning).

Closing

Question 20: Do you have any questions for us?

Answer: Yes, thank you. I have a few questions. 1. Given easyFairs' commitment to digital transformation and leveraging AI, how do you envision the Marketing Coordinator Tradefairs role evolving with new technologies in the next 1-2 years? 2. Could you elaborate on the typical team structure within the marketing department for a specific trade fair, and how the Marketing Coordinator collaborates with other roles like the Head of Event and the sales team? 3. Easyfairs emphasizes professional and personal development. What specific training or growth opportunities are available for a Marketing Coordinator to enhance their skills in areas like advanced digital marketing or industry-specific knowledge?

Key Points:

- Ask about future technology integration for the role.
- Inquire about team structure and collaboration.
- Ask about professional development and training opportunities.