

HOW TO EXECUTE A VIRTUAL JOB FAIR

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CHOOSING A VENUE

Platform/Vendor

Hosting Yourself

- Pick a video conferencing platform

- ⑩ Zoom

- ⑩ Teams

- ⑩ Google Hangouts

- ⑩ Blue Jeans

- ⑩ GoToMeeting

- ⑩ WebEx

- ⑩ Others

Collect Registrations

- ⑩ Own website/Job Posting CMS

- ⑩ External Site (Eventbrite, etc.)

- ⑩ Video conferencing platform's built-in registration

CHOOSING A DATE/TIME

Date

- ⑩ If inviting students:
 - ⑩ Avoid finals/busy school periods
 - ⑩ Not absolute, but Tuesday-Thursdays may perform better
- ⑩ If inviting traditional job seekers:
 - ⑩ Weekends can work well

Time

- ⑩ Length: 2-4 hours optimal
- If inviting students:
 - ⑩ 11am-3pm/12pm-4pm (12pm-2pm usually highest attendance)
 - ⑩ **3pm-7pm
- If inviting traditional job seekers
 - ⑩ During their lunch time or after work

REGISTRATION TIMELINE



Timeframe For Most Registrations

- At least 4-6 weeks before the date of the event
- Both employers and job seekers



Timeframe For Highest Attendance Percentage

- 2 weeks before the date of the event



Key Takeaways

- Registration is helpful in gauging event interest
- Your first virtual event will likely have the lowest attendance
- A wider registration window = registrations
- Reminders close to the event = more attendance



Recommendations

- Start registration early, but provide many reminders 1-2 weeks before the date of the event
- Have a strict cutoff for employer/department registration (not job seekers)

SELECTING EMPLOYERS/DEPARTMENTS TO INVITE



All Majors/Industries Fair

Result: more registrations, more overall attendance

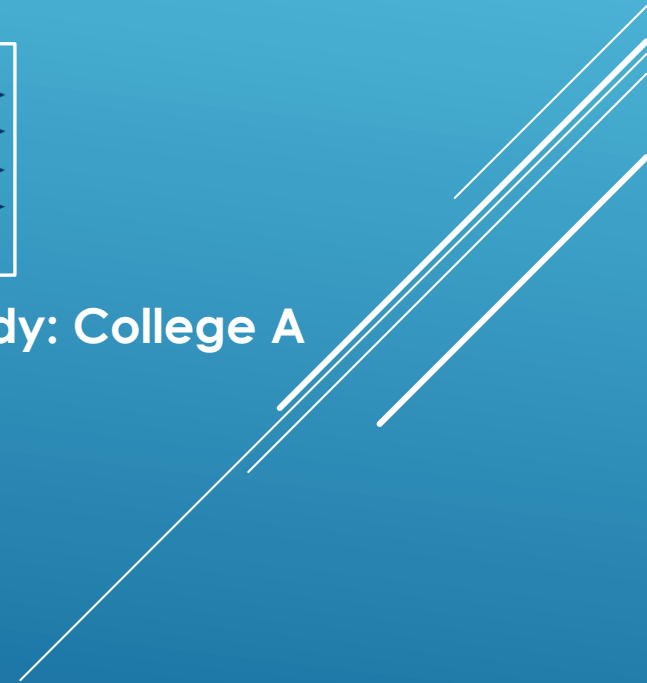


Major/Industry Specific Fair

Result: higher attendance (percentage)



Case Study: College A



CASE STUDY (ONE INSTITUTION)

Event Type	Total Employer Registrations	Total Student Registrations	Total Student Attendance	Percentage of Students that Attended
All Majors/Industries Fair	97	2879	1152	40%
Major/Industry Specific Fair	21	114	91	79.8%

ALL MAJORS/INDUSTRIES EVENTS

(MULTIPLE INSTITUTIONS)

Job Seeker Population	Total Employer Registrations	Total Job Seeker Registrations	Total Job Seeker Attendance	Percentage of Job Seekers that Attended
Students	25	236	50	21%
Students	30	221	87	39%
Job Seekers	30	837	281	33%
Students	32	653	53	8%
Job Seekers	47	880	117	13%
Students	51	237	102	43%
Students	97	2879	1152	40%

MAJOR/INDUSTRY SPECIFIC EVENTS

(MULTIPLE INSTITUTIONS)

Job Seeker Population	Total Employer Registrations	Total Job Seeker Registrations	Total Job Seeker Attendance	Percentage of Job Seekers that Attended
Job Seekers	20	178	73	41%
Students	21	137	57	41%
Job Seekers	23	198	67	33%
Job Seekers	24	222	134	60%
Students	27	110	104	95%
Students	35	226	175	77%
Students	50	375	105	28%
Job Seekers	91	1111	621	55.8%

HOW TO ADVERTISE THE EVENT

- ▶ Employers
 - Job Posting CMS
 - Emails
 - Phone
 - LinkedIn
- ▶ Job Seekers
 - ▶ Students
 - Job Posting CMS
 - Emails
 - Social Media
 - *Course Management Software (Blackboard, D2l, etc.)
 - *Visit classes
 - ▶ Traditional Job Seekers
 - Social Media
 - Event sites (Eventbrite, etc.)
 - Job posting websites
 - *Newspaper
 - *Radio

HOSTING INSTITUTION SUPPORT



Employers/Departments

- Training sessions
- Office hours



Job Seekers (more so for
students)

- Training sessions
- Office hours

ROLE DURING THE EVENT

- ▶ Multiple choices
 - Inactive, hands-off
 - Active
 - ▶ Visit Booths
 - Best times: beginning or end of the event
 - Split booths amongst team or visit as many as you can
 - ▶ Job Seeker Help Booth
 - Colleges/Universities: resumes, interview advice, etc.
 - Other Institutions: overall help

REVIEW THE DATA



Look for trends



Ask for
feedback

-Job seekers
-Employers



Make adjustments

WHY DON'T JOB SEEKERS SHOW UP?



One of the biggest questions



Common
Attendance Rates

25%-40% for job
seekers



Reasons

- Registration not usually collected for in-person events
- Employers/departments are not the right fit
- Job seekers **think** that employers/departments are not the right fit

THANK YOU!

- ▶ Thank you for taking the time to view this presentation! If you have any questions, please feel free to contact me at Michael.Oelbaum@jobsconnected.com
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