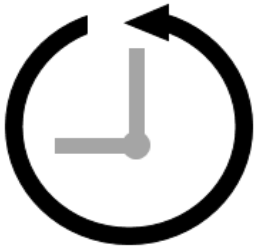




Job Fair Recruitment: A planning guide for employers

Keep this guide with you during the event as there are many tips and places to make notes that you may wish to reference later. For more information on the event visit www.NBJobs.ca.



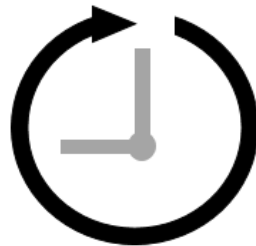
Before the Job Fair

- Decide on your recruitment goals
- Understand your target audience
- Collect your marketing information
- Register and prescreen your booth in advance
- Promote the event



During the Job Fair

- Commit to staying for the entire event
- Invite job seekers to chat before they request to chat with you
- Keep chat sessions brief and to the point
- Share contact info with job seekers
- Connect with event organizers if you have questions



After the Job Fair

- Measure the success of your event
 - Number of contacts made
 - Amount of information collected
 - Candidates hired as a result of the event
- Provide feedback to event organizers

Date/Time of your next virtual job fair: _____

Event contact person(s): _____



Before the Job Fair

Decide on your recruitment goal.

Which positions are you recruiting for? If the positions are related or require similar skill sets, opt for an industry-specific or targeted job fair. If you have varied positions/skill requirements a general job fair is a better option.

Understand your target audience

Are the candidates you are trying to recruit more likely to attend a physical job fair or a virtual one? Is the location, timing and promotion of the event going to attract the target audience you are seeking?

Choose your recruitment team

The people selected to staff your booth are the brand ambassadors for your company. They are there to do more than just accept resumes and answer questions about your company. They need to represent your corporate culture. If the team you select are not friendly, engaging, and represent the type of people you wish to attract, you will be disappointed with your recruitment results.

You should send enough team members to engage multiple people at a time and be able to do short pre-screening interviews on the spot.

If you are recruiting youth or new employees, add a recent and/or younger employee to your team to talk about their experiences with your company. They may relate better to your target audience.

If any of your staff are not enthusiastic about participating in a job fair, do not select them as part of the team.

Marketing

The candidates you wish to attract to your company respond much the same way as consumers of your products and services. Are handouts, job postings and banners going to make your company stand out from all the others? Are company information videos going to engage people? Free swag?

Your goal at a job fair is not just to attract people but ENGAGE them.

When considering what your job fair booth (physical or virtual) is going to contain, ask yourself these questions;



Before the Job Fair (continued)

1. Why does my company stand out from my competitors? (brand identity)
2. Why is it a great place to work? (corporate culture)
3. Why do you hire the best and brightest to work for you? (benefits, perks and promotion)
4. Does the marketing I am going to use answer any of the above 3 “whys”?
5. Are there things I can provide that are interactive, entertaining or interesting for visitors?

Important: These are the materials you will need to provide to the event organizers to create your exhibit booth. A good copy of your logo, job postings, corporate website link, corporate video (if you have one) and any digital versions of handouts you would typically have at a traditional job fair.

Preparation

Make sure you know the details of job fair well in advance of the day of the event. For virtual events, register in advance and explore the environment so that if there might be any issues (connectivity issues, broken links, errors in your booth content, etc) they can be addressed before the event.

A few tips;

- Have some prepared answers to common questions about what your company does, what positions you are hiring for, qualifications, perks of working for your company.
- With the increased number of newcomers seeking employment in New Brunswick, there may be many questions concerning moving to New Brunswick, work visas, etc. You do not have to answer all their immigration questions. Instead, you should direct them to speak to representatives in the Population Growth booth (Immigration) which is located in the Exhibit Hall at the event. There are also resources in the Auditorium to view.
- Always have company representatives available for the live portion of the event.

Self promotion

Use your network and marketing to let everyone know you are going to the job fair to help generate as much interest as you can. Just let the event organizers know this in advance, they may be able to help and provide you with information you can promote.

Questions to ask event organizers: _____

Final check; Do your marketing materials do a good job of explaining what your business does and WHY people should be excited to work for you?



During the Job Fair

Set up/Log in

Be early and ready before the job seekers arrive. Stay until the end of the event. Public perception of employers who arrive late and leave early is always negative.

Engagement

Speak to as many job seekers as possible. Don't wait for them to initiate a conversation. If someone visits your booth, greet them immediately. There is a cut and paste function in the chat feature so if you want to paste a standard greeting as people enter your booth, it make save you some time. Make sure there are enough team members to cover off if you need to step away from your booth for a few moments.

Time sensitive

Converse with job seekers but try not to keep them chatting too long. Chat is not a great medium to interview a person. If you wish to do a short pre-screening interview, have another team member conduct a more in-depth discussion (through a video chat, if available) while you engage new visitors at your booth.

Share contacts

Get contact information into every visitor's hands. Strive to collect contact information and/or resumes from as many people as you can. There is a feature that allows job seekers can upload their resume into the platform and you can view it before, during or after you chat with them. Follow-up with everyone post-event. Remember that even people you do not wish to hire know potential candidates you may want to hire. They could even be your customers.

Be clear about next steps

If you do find qualified candidates, give them some definitive timelines and/or next steps to keep them engaged. You want them to feel that you are starting to build a relationship with them. If not, they will build one with another company.

Be in contact with the job fair organizers

If you have a question or concern let the event organizers know right away so they can help to address it immediately. They want you to be successful.



During the Job Fair (continued)

Traffic (Booth visitors)

The number and types of job seekers who attend a job fair are usually beyond anyone's control. If you believe you are not getting many job seekers visiting your booth contact the event organizers via the "Help Booth" during the event. The booth visits and information viewed is tracked by the event organizers who can review your booth metrics and make suggestions or troubleshoot.

Candidate follow-up

Name: _____

Contact Info: _____

Name: _____

Contact Info: _____

Name: _____

Contact Info: _____

Name: _____

Contact Info: _____



After the Job Fair

Metrics

You should track the number of people who visited your booth, whom you chatted with and number of people you hired as a result. Event organizers have the ability to provide you with some data as well.

Feedback

The event organizers will ask for your feedback. This is crucial to building better tools and services for New Brunswickers. Please take the time to provide your feedback. What went well? What didn't go so well? Provide and suggestions you feel would make for a better event in the future. Try not to gauge success based solely on the number of people you hired as a result of the event. There are additional benefits to participating in virtual fairs. For example; it can be a means to promote your business, identify candidates for future hiring needs, discover the types of services and resources that the Department of Post secondary Education, Training and Labour can offer to employers and extend your networking into international markets.

What went well?

What could have been improved?

How many potential candidates were identified as a result of the job fair?
