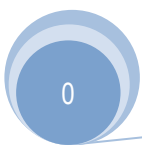


A Step By Step Guide to Planning Your Job Fair

A Service of the Kentucky Career Center – Bluegrass WIOA Program



10 STEPS TO PLAN A JOB FAIR

A PRACTICAL OUTLINE TO PLANNING A JOB FAIR

- STEP 1** **Identify what type of Job Fair you would like to do.**
- *Typically, job fairs only require one day. However, based on the hiring needs, including the number of positions available it may be more practical to hold a job fair that lasts multiple days.*
- STEP 2** **Determine the goals of the event and what you would like to accomplish.**
- *Screening applicants only*
 - *Assessing applicants and scheduling interviews*
 - *Screening and interviewing select candidates on the spot*
- STEP 3** **Decide on a date and time for the event or activity.**
- *Consider:*
 - *The date applicants gathered would be needed to begin work*
 - *The time of day and day of the week*
 - *The availability of location*
- STEP 4** **Consider locations and types of facilities to host event.**
- *How large will the facility need to be?*
 - *Is there parking available to accommodate the number anticipated?*
 - *How will the facility need to be set up to determine the flow?*
- STEP 5** **Consider people to assist with the execution of the event.**
- *What are the staffing needs?*
 - *Has the media been contacted?*
- STEP 6** **Determine expenses and responsibilities.**
- *Develop list of needs and expenses.*
 - *Determine a contact person (business, Career Center)*
 - *What marketing needs to take place?*
- STEP 7** **Create an event timeline.**
- *Outline all essential decisions/activities in a time sequential order from the point of initial consideration to decision being finalized and decisions being executed.*
 - *Document who is responsible for each function.*
 - *Communicate the timeline to everyone involved in the planning or fulfillment of the event.*

STEP 8

Determine Key Decisions: Program

- *Determine the order of activities that need to occur at the event or activity.*
- Determine who will perform or execute the agenda items. Identify specifically how many and who will assist through each step of the job fair.
- Identify the topics of information to be shared.
- Determine if ushers are needed.

Equipment

- Identify what equipment is necessary for the event or activity.
- Identify potential sources to secure needed equipment.
- Evaluate the cost of the equipment.
- Decide who will be responsible for the pick-up and return of the equipment.

Materials

- Determine what materials are needed, and identify potential sources to purchase them.
- Decide who will be responsible for purchasing, preparing and storing the materials.

Public Relations

- Identify the method(s) which will be used to publicize the event or activity.
- Decide who will be responsible for the development of invitations, flyers, press releases, emails, etc.
- Decide who will be the contact for public inquiries on the event or activity.
- Decide who will be responsible to disseminate the types of information on the event or activity.

Internal Communication

- Determine the method of communication to the people within the organization to inform them, include them and encourage them to participate. For instance, communicating by email, newsletter, etc.

STEP 9

Take into consideration these special additions/items if needed:

- Computers
- Electricity
- Wireless Internet
- Tables/Chairs
- Audio needs
- Photography/video
- Clean up

STEP 10

Follow-Up

- Publication of the application online
- Contact information for turning in completed resumes.

Beginning in the next section we will begin to break down each step, detailing how the WIOA Program's Business Service Specialist can assist you in planning a stress-free Job Fair.

STEP 1:

Identify what type of job fair you would like to do.

- *Typically, job fairs are only require one day. However, based on hiring needs, including the number of positions available it may be more practical to hold a job fair that lasts multiple days.*
- How many vacancies are available?
- Are the vacancies for multiple positions?
- How many candidates are expected to show?
- What is the criteria expected for the candidates to qualify?
- How quickly will these candidates need to begin once they are selected for hire?
- Will the candidates be interviewed on the day of the job fair?
 - What is the average length of an interview?
- Will the candidates need to have a skills assessment?
 - What skills will need to be assessed?
 - How many assessments are reasonable to require at the time of job fair?
 - Do the candidates need to complete the assessment on the day of the job fair?
 - *Did you know?*
 - *A service of the WIOA Program is to provide assessments of qualified candidates.*
 - ☐ *I want to know more!*
- Do the candidates need to complete a Criminal Records Check?
 - What is the minimum required to pass the CRC? (No felonies? No major traffic violations? Etc.)
 - *Did you know?*
 - *A service of the WIOA Program is to conduct Criminal Records Checks on applicants where requested by employers.*
 - ☐ *I want to know more!*

STEP 2

Determine the goals of the event and what you would like to accomplish.

- *Screening applicants only*
 - *Assessing applicants and scheduling interviews*
 - *Screening and interviewing select candidates on the spot*
-
- Will the applicants be required to complete a pre-screening?
 - This is a highly effective way to expediting the application process, by identifying the critical requirements of an applicant. Some examples of items listed on a pre-screening form may include:
 - Do you have a High School Diploma or GED?
 - Have you ever been convicted of a felony?
 - Do you have a valid Driver's License?
 - Do you have Food Handler's Permit?
 - Do you have Forklift Certification?
 - Will the candidates need to complete assessments on the day(s) of the job fair?
 - *If yes, the WIOA Program encourages the employer to have some pre-selection process for candidate's applications/resume, only electing to assess the most select candidates on the day of the job fair. (Though most of the assessments are averaged for roughly 30 minutes, each individual is different and varying factors may cause the test length to vary drastically from a few moments to more than an hour.)*
 - *WIOA will work with you to schedule an appropriate time to come back to your facility to assess other candidates or schedule for them to come to one of our locations to complete an assessment. All of our online assessments have real time reporting regardless of where the assessment takes place.*
 - Will candidates be selected for in person screening and interviewing session the day(s) of the job fair?
 - *As in the case of assessments, the WIOA Programs encourage the employer to have a limited and stringent pre-selection process, due to the time restraints and volume of candidates expected at a public job fair.*

STEP 3

Decide on a date for the event.

- *Consider:*
 - *The date applicants gathered would be needed to begin work*
 - *The time of day and day of the week*
 - *The availability of location*
-
- The WIOA Program can assist in identifying the optimum date and location of the event. Job fair events are normally scheduled for 4 hours, beginning at 10:00 a.m. and lasting until 2:00 p.m. unless the employer requests other hours.

STEP 4

Consider locations and types of facilities to host event.

- *How large will the facility need to be?*
- *Is there parking available to accommodate the number anticipated?*
- *How will the facility need to be set up to determine the flow?*

- When selecting a location for the Job Fair it is important to take into consideration everything up to this point, such as:
 - How large will the facility be?
 - Will the event be held outdoors or indoors?
 - Each raises another set of questions.
 - Consider the need for crowd control and the flow of applicant traffic.
 - What is the anticipated number of candidates?
 - Consider the number of staff available to assist with the flow through the facility.
 - Will there be a need to map off areas, to ensure applicants flow through the facility?
 - Is the parking area large enough to accommodate the anticipated numbers safely, including those who may be lining up outside before the event?
 - Is outside security needed?
 - Does an area need to be roped off?
 - If the business does not have a location readily available to accommodate the need, the WIOA Program can assist in locating a suitable area.

STEP 5

Consider people to assist with the execution of the event.

- *What are the staffing needs?*
- *Has the media been contacted?*

- The WIOA Program provides staff based on anticipated needs. A successful ratio that has worked for several job fairs is 1 staff per 25 applicants. However, based on how the job fair flow is determined, the number of applicants can increase to as many 50.
- Consider the roles of the staff working the job fair.
 - Roles covered by the WIOA Program staff:
 - **Greeters** – Greeters work the front door where the line of waiting applicants gather. They ensure that applications/clipboards etc are passed out to control the flow and that each person has the process briefly explained.
 - **Runners** - Runners provides immediate communication between areas of the job fair and can provide temporarily relief for staff at other locations.
 - **Ushers** - Located throughout the job fair, ushers direct applicants from one area to another and answering general questions regarding the process. Ushers keep the flow running smoothly and can also provide temporarily relief to staff at other stations.
 - Roles covered by the business conducting the job fair (*optional*):
 - **Screeners** – Typically located directly after the registration table, screeners review the application to ensure it meets the minimum qualifications.

- **Interviewers** – The business may elect to have on the spot interviews. Interviewers are typically located at the last station and are typically reserved for applicants recognized as being highly desirable.

STEP 6 Determine expenses and responsibilities.

- *Develop list of needs and expenses.*
- *Determine a contact person (business, Career Center)*
- *What marketing needs to take place?*

- A checklist of needs/options is available for you through your Business Service Specialist.
- Typically a businesses contact with WIOA will be the Business Service Specialist for that area. Visit <http://www.ckycareers.com/staff> to find the Business Service Specialist for your area.
- WIOA can assist you in marketing your job fair. Job fairs planned in association with WIOA will receive:
 - Flyers posted in all Kentucky Career Center - Bluegrass
 - Information posted on Kentucky Career Center - Bluegrass website
 - Information posted on Kentucky Career Center - Bluegrass Facebook
 - Information posted on Kentucky Career Center - Bluegrass Twitter
 - Newspapers advertisements *
 - Radio advertisements *

(* Newspaper and radio advertisements expenses are not covered by the Kentucky Career Center – Bluegrass or WIOA.)

STEP 7 Create an event timeline.

- *Outline all essential decisions/activities in a time sequential order from the point of initial consideration to decision being finalized and decisions being executed.*
- *Document who is responsible for each function.*
- *Communicate the timeline to everyone involved in the planning or fulfillment of the event.*

Your Business Service Consultant will be available to assist you through every stage of the job fair planning process.

STEP 8**Determine Key Decisions:**

- Program
- Equipment
- Internal Communications
- Public Relations
- Materials

- Program
 - Determine the order of activities that need to occur at the event or activity.
 - Determine who will perform or execute the agenda items. Identify specifically how many and who will assist through each step of the job fair.
 - Identify the topics of information to be shared.
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- Equipment
 - Identify what equipment is necessary for the event or activity.
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 - Decide who will be responsible to disseminate the types of information on the event or activity.
- Internal Communication
 - Determine the method of communication to the people within the organization to inform them, include them and encourage them to participate. For instance, communicating by email, newsletter etc.

STEP 9**Take into consideration these special additions/items if needed:**

- Wireless Internet
- Routing Tape
- Photography/video
- Computers
- Tables/Chairs
- Clean up
- Electricity
- Audio

The WIOA Program can assist in supplying several of the items required for a job fair, based on needs identified in the planning meetings.