

Job Fair Toolkit: A Practical Guide and Best Practices for Organizing, Conducting, and Attending Job Fairs

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JOB FAIR TOOLKIT:

A Practical Guide and Best Practices for Organizing, Conducting, and Attending Job Fairs

Prepared for the
RoA State Employment Services Agency

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AN INTRODUCTION TO JOB FAIRS AND JOB FAIR PLANNING

A. WHAT IS A JOB FAIR?

A Job Fair is an event where a number of employers and job seekers come together for the purpose of applying and interviewing for jobs. Defined more precisely, a Job Fair is an employment strategy to fast-track the meeting of job seekers and employers.

Ordinarily, Job Fairs are single day affairs held in metropolitan areas once to several times a year. Job Fairs are typically held in large assembly halls with a booth for each employer. At the front of each booth is a table that displays company brochures and information. Usually, several company representatives staff each booth, standing behind tables as they talk to job seekers. Some companies decorate their booths with banners and signs. Job Fairs range in size from 10 – 100 employers with many hundreds of job seekers. Even small Job Fairs can be busy events with lines of job seekers waiting to see company representatives.

Companies participate in Job Fairs to screen candidates for existing or future job openings. Companies also participate to introduce themselves as a desirable place to work and to promote their company. At the very least, companies will get exposure at Job Fairs, while at the most they can make rapid hires of highly qualified applicants.

For job seekers, Job Fairs are a convenient way to apply with several companies and to get immediate interviews. Job Fairs also enable job seekers to scope-out employers and to gather company and career information. What can job seekers realistically expect from a Job Fair? They can certainly obtain company and career information. They may even get an interview at the Job Fair. However, the goal is to get 'in-house' interviews at companies shortly after the Job Fair. Job seekers should be advised that it's unlikely they'll walk away from the Job Fair with a new job!

Employer representatives invest a lot of time and resources to participate in Job Fairs. As such, companies appreciate job seekers who are well prepared and have a professional attitude. Job Seekers appreciate company representatives who are easy to approach and have clear answers to their questions.

If employer representatives and job seekers both prepare adequately, Job Fairs can be great successes for everyone!

B. PLANNING AND ORGANIZING JOB FAIRS

Long before employers and job seekers meet at the Job Fair, Job Fair organizers are busy laying the groundwork – establishing objectives; locating a venue; allocating the budget; targeting sponsors; marketing and advertising; soliciting company participation; procuring booths and tables; and training Job Fair staff. It's quickly apparent that much planning and preparation precede the actual Job Fair event. For some SESA staff, the details of organizing a professional-level Job Fair are daunting! That's why this toolkit was developed – to provide comprehensive yet concise steps to stage a successful Job Fair!

C. LAYOUT AND USE OF THIS MANUAL

This Job Fair Toolkit consists of six main sections:

1. An Introduction to Job Fairs and Job Fair Planning
2. Steps and Activities to Organize and Implement Job Fairs
3. Tips and Activities Before, During, and After the Job Fair
4. Job Fair Information and Guidelines for Job Seekers
5. Job Fair Guidelines for Employers
6. Attachments (actual forms, ads, and other useful tools)

Section 2, Steps and Activities to Organize and Implement Job Fairs, provides specific tasks for each member of the Job Fair Organizing Team (e.g., tasks for the Team Leader, Marketing Coordinator, Logistics Coordinator, and so on). Interspersed in the listing of tasks are 'text boxes' that provide details and information on key topics. Furthermore, this symbol ">>" refers readers to relevant forms and tools contained in the Attachments.

Sections 1, and 3-5 are self-explanatory (the titles describe their content). These Sections are straightforward and easy for readers to use.

Please note that Section 3 (Job Fair Information and Guidelines for Job Seekers) and Section 4 (Job Fair Guidelines for Employers) can be copied and given directly to job seekers and employers to help them understand and function in Job Fairs.

STEPS AND ACTIVITIES TO ORGANIZE AND IMPLEMENT JOB FAIRS

A. SESA ADMINISTRATIVE STAFF (National Office level)

1. Conduct a Job Fair needs analysis to evaluate necessity, viability, benefit and cost of Job Fairs. Consider the following questions:

JOB FAIR NEEDS ANALYSIS	
A.	Considering the current and projected job market, are job fairs needed?
B.	Do sufficient job vacancies exist in specific regions to justify supporting and conducting job fairs?
C.	What specific improvements / benefits will job fairs yield: <ol style="list-style-type: none">1) Are employers having difficulty filling vacancies? If so, will job fairs attract a sizeable number of highly qualified applicants?2) Are job seekers having difficulties accessing employers? Will job fairs improve employer access?3) Will job fairs produce beneficial exposure and public relations for employers, the NES, industries, communities, and regions?4) Ultimately, will job fairs help improve regional work and business climates? To what extent will they help promote national employment?
D.	What will job fairs cost? Consider the following outlays: a) staff time to plan, organize, host, and follow-up job fairs; b) facilities, equipment and supplies; c) public event permits, insurance, security, etc.
E.	Does NES have financial resources and staff capabilities to organize and host job fairs?
F.	Will job fair outcomes (tangible and subjective benefits) offset overall costs?
G.	Can NES administrators and management wholly commit to undertaking and supporting job fairs?

>> See Attachment 1 – Job Fair Needs Analysis Form

2. If the needs analysis indicates benefit, proceed and specify a budget for the Job Fair. Designate SESA staff to preside over Job Fairs (to set targets, oversee Job Fair provision, and insure continuous overall improvement of Job Fairs).
3. Appoint Job Fair Team Leaders at the Regional or Local Office levels.

B. JOB FAIR ORGANIZING TEAM and STAKEHOLDERS (Regional or Local Office level)

1. Each Job Fair Team Leader (in respective Regions or Local Offices) should designate members of their Job Fair Team. The following chart shows Team positions and responsibilities-titles are not important, functions are important.

JOB FAIR ORGANIZING & IMPLEMENTATION TEAM – MAIN RESPONSIBILITIES

Position	Responsibilities
Team Leader	Responsible for overseeing all facets of Job Fair planning, organization, and implementation
Marketing & Sponsorship Coordinator	Responsible for Job Fair promotion and public relations, and for attaining sponsors and donors
Logistics & Staffing Coordinator	Responsible for procuring Job Fair venue; providing equipment, supplies, and services; and staffing and management of the Job Fair
Employer Coordinator	Responsible for attracting and committing employers (companies) to the Job Fair; providing guidelines for employer participation; and serving participants' needs before, during, and after the Job Fair
Signage & Graphics Designer	Responsible for creating Job Fair logo and theme-art; designing brochures, posters, and banners, and promotional materials; and designing and fabricating Job Fair signs
Secretary / Administrative Aid	Responsible for providing general clerical and secretarial functions, and for assisting all members of the Job Fair Organization Team with miscellaneous tasks

2. Hold initial meeting of the Job Fair Team and review, clarify, and refine groundwork issues, such as:

- team member responsibilities and tasks
- Job Fair goal and objectives
- scope of Job Fair (dependant on budget and resources)
- tentative dates (consider weather, holidays, conflicting events)
- potential venues
- potential sponsors
- major logistical issues (e.g., public event permits, insurance, etc.)
- major tasks and timeframes
- possible themes (tied to goals or objectives, or derived from contemporary vocational / employment topics)

JOB FAIR GOALS AND OBJECTIVES

A *goal* is the general purpose of the Job Fair. It explains why the Job Fair is being held and provides a road map for the planning process. Goals are not task-oriented. In most cases, the goal will be the same from year to year. Here are some **examples of Job Fair goals:**

- To facilitate the hiring needs of local companies and the employment needs of local job seekers
- To provide a venue to bring together employers and job seekers
- To stimulate and promote the local economic and employment climate

An *objective* is a measurable, attainable target that when completed contributes to the accomplishment of the goal. It is specific and contains timeframe elements. Here are **examples of Job Fair objectives:**

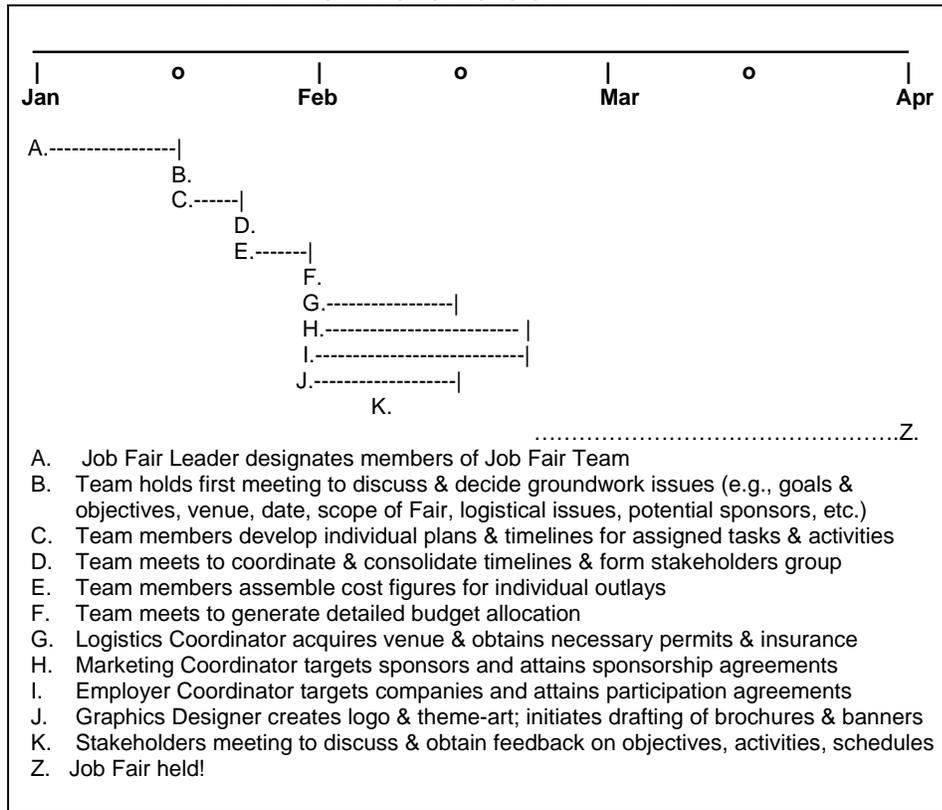
- decrease regional unemployment by 10% from the previous year
- improve employer perception and satisfaction with the National Employment Service (as measured by a satisfaction survey of employers)
- promote the region to attract foreign investment opportunities (as measured by number of inquiries by foreign investors)

Remember - setting goals and objectives is critical to Job Fair success!

3. On the second meeting of the Job Fair Team (1-2 weeks after the first meeting), consider stakeholders (people or organizations that may have a vested interest in the Job Fair). Stakeholders include:
- employers in the region
 - job seekers in the region
 - the providers of the Job Fair (the SESA in this case) who organize, provide, and conduct the Job Fair
 - sponsors or donors / contributors who may provide money or in-kind products to help fund and support the Job Fair
 - exhibitors who might show products or services at the Job Fair
 - vendors who might supply products or services to carry out the Job Fair
- Form a stakeholders group consisting of key SESA staff, several participating employers, and sponsors. If desired, include a limited number of job seekers, vendors, and exhibitors in the stakeholders group. Hold several Stakeholder meetings during the planning and organization phase of the Job Fair to discuss and obtain feedback on objectives, activities, schedules, etc.

4. Also on the second meeting, develop a detailed timeline that identifies milestones and dates

EXAMPLE OF FIRST STAGES OF TIMELINE



5. During subsequent meetings of the Job Fair Organization Team, carry out the following activities:
- Generate a detailed budget allocation
 - Provide regular updates on tasks and activities
 - Discuss problems, delays and constraints – create solutions
 - Make and coordinate assignments
 - Revise the Job Fair timeline on an ongoing basis
 - Plan and design the Job Fair packet

JOB FAIR PACKET

The Job Fair packet is distributed to job seekers at the Job Fair. It consists of the following information:

- a summary / description of the Job Fair
- a list of companies represented at the Job Fair
- a map of booth locations and facilities at the Job Fair
- sponsor information and advertiser ads
- company profiles
- description and schedule of workshops (if applicable)
- job seeker aids (blurbs and checklists on topics such as 'Job Search Tips, Resume Tips, Job Fair Tips, etc.)
- contact information (telephone and email addresses for Job Fair Team)
- Job Fair evaluation for job seekers

Make the packet appear professional:

- have a well designed cover showing the Job Fair logo, sponsor logos, and theme-based art
- use uniform types and fonts with interesting formatting
- include graphics and pictures

>> See Attachments 6 & 10 – Job Fair listing sheet and Job Fair evaluation for job seekers

C. TEAM LEADER

The Team Leader is responsible for overseeing all facets of Job Fair planning, organization, and implementation.

Tasks of the Team Leader include:

1. Control Job Fair budget and procurement

JOB FAIR BUDGET ITEMS

What should you include in the budget – the answer to this is EVERYTHING! Job Fairs do cost money, so careful allocation of the budget is essential. Here is a list of basic items found in Job Fair budgets:

- Venue / facility rental
- Utilities (electricity, etc.)
- Equipment (including rental of booth partitions, tables, chairs)
- Supplies
- Advertising and promotions
- Printing costs (brochures, signs, banners, forms, Job Fair packets, etc.)
- Decorations
- Job Fair staff

2. Preside over marketing, logistics, employer relations, event staffing, and operations
3. network with stakeholders, employer groups, and community officials and councils
4. Lead development of Job Fair goals and objectives
5. Oversee development and adherence to Job Fair procedures
6. Direct Team members – assigns responsibilities, tasks, and activities
7. Ensure provision of staff, time, resources, supplies, etc., as needed to organize and conduct the Job Fair
8. Monitor all activities

9. Monitor Job Fair preparation and implementation timelines
10. Make corrective actions as needed
11. Motivates Job Fair Team
12. Call and coordinate meetings
13. Ensure Job Fair sponsorship
14. Report to National Office Director of Job Fairs

D. MARKETING AND SPONSORSHIP COORDINATOR

The Marketing and Sponsorship Coordinator is responsible for Job Fair promotion and public relations, and for attaining sponsors, donors, exhibitors, and advertisers

Tasks of the Marketing and Sponsorship Coordinator include:

1. Develop detailed plans and timeline for assigned tasks and activities
2. Develop a plan to publicize the Job Fair via print and electronic media
3. Compose and prepare ads, announcements, flyers, brochures, posters, and billboards (in consultation with graphics designer and word processor)
4. Coordinate printing and distribution of ads, announcements, etc.
5. Procure radio and TV advertisement
6. Write press releases and arrange media coverage of Job Fair events

>> See Attachments 2 & 5 – Job Fair announcement and ad

THE IMPORTANCE OF MARKETING

Job Fair marketing is serious business. Marketing and promotion are necessary for strong attendance. Good marketing tells employers and job seekers why they need to attend the Job Fair and what's in it for them. Employers and job seekers need to be convinced that your Job Fair is worth attending. Job Fair goals and objectives play an important role in marketing - if they're clear the promotional campaign will be clear-cut

Here are some common marketing methods:

- advertisements
- signs
- brochures
- flyers
- e-mail blast
- fax distribution list
- mailing list
- networking
- partnerships with other organizations
- past participation
- press / media release

7. Identify and target potential corporate or company sponsors
8. Visit appropriate corporate executives to sell benefits of Job Fair sponsorship
9. Facilitate agreement on sponsorship details (e.g., appearance of corporate logos on printed media, corporate recognition in press coverage and radio / TV spots, etc.)
10. Attain agreements on terms of sponsorship (e.g., memorandums of understanding, contracts, etc.)
11. Consider hosting a reception for sponsors

SPONSORSHIP BASICS

Sponsorships are in! Companies spend billions of dollars sponsoring all types of events (including Job Fairs). Having sponsors is the best way to augment meager Job Fair budgets. Sponsorships are a win-win opportunity – sponsors get exposure to targeted audiences, and the SESA gets additional resources to produce high-quality Job Fairs.

Sponsors should understand the Job Fair's goals and should be approached from the standpoint of creating a long-term partnership. Don't approach them just because they have something you want. Understand what they need from the relationship and then build a sponsorship package. Personally contact sponsors and explain the tangible benefits of sponsorship.

Sponsorship exposure can include:

- recognition with Job Fair participants
- pre Job Fair mailings
- logo on items
- web site banner ads
- promotional materials
- ads, announcements
- job Fair registration kit
- signs
- media coverage

12. Identify and enlist donors to contribute supplies, equipment, food, workshops, speakers, t-shirts, entertainment, etc., for the Job Fair. (Try to make arrangements with a local photocopier company to provide a copier on-site. In return you can offer some free advertising)
13. Attain agreements with donors and contributors
14. Consult members of the Job Fair Organizing Team to determine desirability and appropriateness of including exhibitors and advertisers at Job Fair. (Advertisers can defray costs of the Job Fair packet.)
15. Work with the Graphics Designer and Secretary to draft necessary documents and forms (e.g., brochures, ads, participation agreements, etc.)

JOB FAIR BROCHURES

Brochures can be costly, but they set the image for the Job Fair. Plus, attendees like having something tangible from the Job Fair. Brochures need to have visual impact and strong content. Be sure your promotional materials include the following:

- Job Fair title and theme
- Date and time
- Location address and directions
- Description of Job Fair
- Workshop blurbs and schedule (if applicable)
- Contact information (telephone numbers of Job Fair Team to answer questions)
- Who should attend
- Benefits of attending
- Objectives (from the job seekers' perspective)
- Testimonials from previous attendees (both employers and job seekers)
- Sponsors

E. LOGISTICS AND STAFFING COORDINATOR

The Logistics and Staffing Coordinator is responsible for procuring the Job Fair venue; providing equipment, supplies, and services; and staffing and management of the Job Fair

Tasks of the Logistics and Staffing Coordinator include:

1. Develop detailed plans and timeline for assigned tasks and activities
2. Acquire venue (e.g., community center, auditorium, plaza). Consider size requirements, suitability for Job Fair set-up, public access and transport, parking, etc.). Attain agreement on venue usage
3. Obtain necessary permits and insurances
4. Plan and diagram lay-out of venue (e.g., position and arrangement of booths, tables, registration desk, workshop or presentation areas, signs, and decorations)
5. Develop plan for placement, set-up, and take-down of booths, tables, chairs, etc.
6. Make an emergency plan outlining procedures for fire, medical emergencies, violence, and severe weather
7. Procure all supplies, equipment, and services (contract with vendors if necessary)
8. Work with Secretary and Graphics Designer to draft necessary forms and documents (e.g., brochures, registration form, evaluation form for employers, etc.)
9. Coordinate Job Fair sign placement and set-up
10. Ensure adherence to Job Fair Schedule
11. Determine staffing - number and type (paid or volunteer) for the following Job Fair Event Team:

>> See Attachment 9 – Supply and Equipment Checklist

JOB FAIR EVENT TEAM – MAIN TASKS

Position	Tasks
Captain	Oversee and direct all Job Fair personnel; coordinate all activities
Reception Staff	Greet attendees; pass-out Job Fair packets; in-take resumes for referral service (if applicable)
Ushers	Direct job seekers to employers; answer questions and serve needs of attendees
Employer Attendants	Attend to needs of employer participants (e.g., carry materials, help set-up and decorate booths, bring provisions to employers, etc.)
NES Counselors	Provide assistance to job seekers in writing resumes and completing job applications, etc.
Workshop Presenters or Speakers	As a 'drawing card' many Job Fairs have workshops on career topics such as, 'Writing Effective Resumes; Proven Interviewing Techniques; Successful Job Search Strategies,' etc.
Cleaners / Janitors	Clean venue during and after Job Fair event
Maintenance Worker	Repair broken equipment, etc., during Job Fair
Set-up and take-down laborers	Carry, assemble, and set-up booths, tables, chairs, desks, partitions, etc.; set-up or hang signs; lay electrical cords; disassemble, take-down, and carry booths, etc., after the Job Fair
Transporters / drivers	Transport equipment to and from the Job Fair

USING VOLUNTEERS FOR THE JOB FAIR

Most Job Fairs require volunteers. They may be from SESA or drawn from the local community. Volunteers may or may not have experience working events like Job Fairs, so solid training is critical. Also, pay attention to break-times and 'perks' for Job Fair volunteers. Remember, volunteers are donating their time - if you take care of them they will take care of you!

12. Provide training for all Job Fair personnel (including training on emergency procedures)

TRAINING TIPS FOR JOB FAIR EVENT TEAM

Right before the Job Fair, the Job Fair Captain should meet with the Team to review responsibilities, tasks, and schedules. Make sure Team members know each others roles to avoid confusion. Also, tell members what kind of decisions they can and cannot make, and how to direct questions. Of course, it's suggested that these points be in writing.

After the Job Fair, meet with the Team to get feedback. Take notes so you can incorporate these comments and suggestions into the next Job Fair.

F. EMPLOYER COORDINATOR

The Employer Coordinator is responsible for attracting and committing employers (companies) to the Job Fair; providing guidelines for employer participation; and serving participants' needs before, during, and after the Job Fair.

Tasks of the Employer Coordinator include:

1. Develop detailed plans and timeline for assigned tasks and activities
2. Develop plan to attract employers to the Job Fair
3. Draft letters and materials (e.g., registration packets) to solicit employer participation
4. Identify and target potential companies
5. Send letters and registration packets to targeted companies (or visit them personally). Explain Job Fair details to promote benefits of participation
6. Attain commitments and agree on terms of participation (see box below for factors to consider)
7. Assemble an Employer database (for use in subsequent Job Fairs)

GUIDELINES FOR COMPANY PARTICIPATION IN JOB FAIRS

As a condition of participating in the Job Fairs, companies should agree to:

- send 1-3 recruiters or hiring supervisors to staff Job Fair booths
- actively recruit for existing or future vacancies at the Job Fair
- interview Job Fair attendees for job openings
- take job applications at the Job Fair
- reasonably decorate booths and provide company materials
- complete and submit the following Job Fair forms and reports:
 - Agreement to Job Fair Terms & Conditions Form
 - Job Fair Registration Form (including company particulars and vacancy information for inclusion in the Job Fair packet)
 - Job Fair Activity Report (information and statistics regarding job seeker contacts, applications received, interviews, and job offers made at the Job Fair)
 - Job Fair Evaluation Form
 - follow-up reports (subsequent hiring from Job Fair, etc.)

>> See Attachments 3, 4, 8, & 11 – employer registration form; job vacancy listing; announcement of Job Fair orientation for employers; and evaluation for employers

8. Draft necessary documents and forms (working with Secretary and Graphics Designer)
9. Provide ongoing assistance to employer participants (e.g., help with vacancy announcements, suggestions for booth decorations, ideas for giveaways, etc.)

GIVEAWAYS AND 'FREEBIES'

Giveaways are gift-like items given to Job Fair attendees by sponsors or companies, usually for promotional purposes. Here are some common giveaways:

- Candies
- Pens
- Pocket and purse accessories (key chains, business card holders)
- Calendars and clipboards
- Binders
- Glasses, mugs, and sport bottles
- Small tools and knives
- T-shirts and caps
- Computer accessories (mouse pads, CD disk holders)
- Small calculators

10. Arrange and conduct employer orientation session prior to Job Fair
11. Provide and collect the Job Fair evaluation form
12. Take steps to insure each employers' satisfaction with the Job Fair

G. SIGNAGE AND GRAPHICS DESIGNER

The Signage and Graphics Designer is responsible for creating Job Fair logo and theme-art; designing brochures, posters, and banners, and promotional materials; and designing and fabricating Job Fair signs

(Note: This function should be coordinated by one individual to insure consistency and uniformity of graphic style. The Job Fair Organizing Team may well decide to contract is function to an outside person or agency).

THE IMPORTANCE OF SIGNS AT THE JOB FAIR

Signs are important to direct Job Fair attendees and to provide information. Signs, posters, and banners also give the Job Fair a professional appearance and manner. Well before the Job Fair, decide what signs you need, their style, their size, and approximately how many.

Here are some things to consider:

- All signs should be uniform, showing the Job Fair logo, denoting the Job Fair theme, using uniform fonts, format, and colors
- Make directional signs, showing the way to areas of the Job Fair, directions to the toilets, etc.
- Determine how you'll display the signs – with easels, taped or tacked to walls or partitions
- Don't forget tools and equipment needed to hang signs – stool, step ladder, tacks, hammer, tape
- Make signs to acknowledge sponsors and contributors
- Make sure signs are large enough and are high enough to be seen

Allocate a large part of the sign budget for the registration sign or banner. This sign is important because it's the first sign participants see in the Job Fair and will convey an important first impression about the professionalism of the Fair.

A few more hints about signs:

- Take blank signs and markers to make signs on the spot
- For directional signs, use removable arrows that can be taped or pasted

Tasks of the Signage and Graphics Designer include:

1. Develop detailed plans and timeline for assigned tasks and activities
2. Create a logo or symbol that lends itself to the theme of the Job Fair
3. Design and produce Job Fair flyers, posters, ads, promotional materials, signs, banners, etc. (in consultation with other members of the Job Fair Organizing Team)
4. Oversee printing of posters, brochures, signs, etc.
5. Advise Logistics Coordinator on sign placement and set-up

H. SECRETARY / ADMINISTRATIVE AID

The Secretary is responsible for providing general clerical and secretarial functions, and for assisting all members of the Job Fair Organization Team with miscellaneous tasks

Tasks of the Secretary include:

1. Word process letters, forms, reports, and other papers
2. Organize and maintain all hard and electronic documents
3. Assist in procuring Job Fair supplies, equipment, and services
4. Take notes of ongoing activities pertaining to Job Fair organization and implementation. Distribute minutes to Team and Stakeholder members
5. Record notes of Job Fair Team meetings
6. Track and revise schedules
7. Assist all Team members with clerical and logistical needs
8. File documents and or store materials for the next Job Fair (budgets, forms, letters, lists, memos, signs, posters, templates, press releases, advertising & promotion materials, planning and meeting notes, schedules, timelines, reports, evaluations, supplies, equipment, etc.)

TIPS AND ACTIVITIES BEFORE, DURING, and AFTER THE JOB FAIR

A. JUST BEFORE THE FAIR

- Send special invitations to institutions and individuals with interests in employment and workforce issues (e.g., unions, local government, schools, persons with special needs, banks, etc.)
- Gather the employers who will participate to prepare for job fair, provide instructions, map of booths highlight their placement in the job fair, discussion expectations, answer questions, prepare them for gathering critical data using forms.
- Optional, but a best practice, host a seminar for employers to address contemporary labor and job topics (e.g., hiring employees, retraining employees, labor laws, motivating, rewarding and recognizing employees)
- Offer workshops to screened job seekers on Job Fair preparation (use the '50 Tips for Job Seekers' included in this document)
- Inspect, clean, and prepare the venue
- Fine-tune placement and locations of booths and tables
- Designate locations away from the Job Fair noise and activity where employers can conduct interviews
- Determine exact sign locations
- Determine strategic locations to place Job Fair staff
- Prepare name tags for Job Fair event staff
- Don't forget to set-up an SESA booth at the Job Fair (staffed with counselors to provide information and help to job Fair attendees, and to provide general promotion of the SESA)
- Make sure the staff knows what to do (e.g., greet job seekers and employers and provide directions; circulate around the room to assist attendees with questions)
- Post vacancy announcements at accessible locations and arranged so that participants can quickly locate the type jobs they are seeking

B. DURING THE FAIR

- Place volunteers at all entrances to greet participants and, when practical, to escort them to the particular employers and to randomly select and pass out evaluation forms to attendees during the fair.
- Have representatives present for special interest groups, such as older workers, veterans, youth, persons with disabilities, etc.
- Provide something for kids to do (and advertise this in your flyers):
 - Craft table (ask your local McDonalds to donate coloring books & crayons and then designate the table as sponsored by them)
 - Area with storyteller
 - Play area with toys
 - Provide on-site child care (advertise this too!)
- Periodically, offer to get soda, coffee and snacks for employers who cannot get away from their booths

- Provide a list of employer events and services at every booth to promote you're SESA. Post job seeker events and services near the entrance or provide a flyer at the reception table.
- Take pictures or video of the Job Fair to use in subsequent promotional materials or job seeker training.

C. AFTER THE FAIR

- Evaluate the Job Fair using evaluation forms and personal dialogues—be sure to include forms from the randomly selected participants.
- Gather the employers within 10 days after the fair to collect their data, to discuss their experience, and to hear their suggestions for improvements.
- Summarize results from employers, participant evaluation forms, review and provide summarized comments to stakeholders, SESA leadership, committee for adjustments.
- Incorporate suggestions into the next Job Fair. Endeavor to improve each Job Fair!
- Produce a final report
- Integrate new procedures into Job Fair checklists (and into this manual). Do not commit procedures to memory – write them down!
- File documents and or store materials for the next Job Fair (budgets, forms, letters, lists, memos, signs, posters, templates, press releases, advertising & promotion materials, planning and meeting notes, schedules, timelines, reports, evaluations, supplies, equipment, etc.)

JOB FAIR INFORMATION AND GUIDELINES for JOB SEEKERS

A Job Fair is an event where a number of employers and job seekers come together for the purpose of applying and interviewing for jobs. Also, job seekers can gather company information, find out about various industries, and develop networks at Job Fairs.

Ordinarily, Job Fairs are single day affairs held in metropolitan areas once to several times a year. Job Fairs are typically held in large assembly halls with a booth for each employer. At the front of each booth is a table that displays company brochures and information. Usually, several company representatives staff each booth, standing behind tables as they talk to job seekers. Some companies decorate their booths with banners and signs. Job Fairs range in size from 10 – 100 employers with many hundreds of job seekers. Even small Job Fairs can be busy events with lines of job seekers waiting to see company representatives.

Job fairs provide a quick and convenient means to apply with several companies and to get immediate interviews. Viewed this way, a Job Fair is a giant interview session. Companies participate in Job Fairs for one main reason – to screen candidates for existing or future job openings. Each time you approach a company's booth, you are entering the spotlight and being evaluated as a potential employee. After waiting in line (for as long as 15 to 30 minutes) you'll have only 1-2 minutes to speak to the employer as you're greeted and your resume is collected. The employer's screening process will continue only if you make a strong first impression. So your 2 minutes in the spotlight must be favorable and memorable!

You should remember that employers are investing time and resources to participate in the Job Fair. Unless job seekers do their homework, they waste their own time and the time of employers. Employers appreciate job seekers who are prepared and have a professional attitude. Job seekers appreciate company representatives who are easy to approach and have clear answers to their questions. If both sides prepare adequately, Job Fairs can be great successes for everyone!

What can you realistically expect from a Job Fair? You can certainly obtain company and career information. You may even get an interview at the Job Fair. However, your goal is to get 'in-house' interviews at companies shortly after the Job Fair (within 1-2 weeks). Be advised - it's unlikely you'll walk away from the Job Fair with a new job!

Advance planning and preparation are keys to your success at Job Fairs. You need to be at your very best at Job Fairs – ALWAYS! If you are to succeed at Job Fairs, you must have an assertive and structured approach. To this end, you are encouraged to read, know, and practice the following tips for Job Fair success.

OPTIMIZING YOUR SUCCESS AT JOB FAIRS - 50 TIPS FOR JOB SEEKERS

Before the Job Fair

1. Take the Job Fair seriously! You're making important first impressions. Employers remember only a few of the hundreds of job seekers they meet at the Fair.
2. Check with your LEC for a listing of employers that will be participating at the Fair.
3. Research the companies that interest you. Learn who the companies are and what they do. (Check company websites if available.)
4. Be prepared to make cogent conversation and ask relevant / timely questions to employers (this will make you an interesting and memorable applicant).
5. Create a one-minute 'commercial' about yourself. Your 'commercial' should explain: a) who you are, b) your qualifications and accomplishments, c) special skills and values that set you apart from other applicants, and d) one or two specific examples of what you could do to solve actual company problems (how you could benefit the company). Practice your 'commercial' out loud to feel comfortable. Your delivery of the commercial (confident and enthusiastic, yet natural) is perhaps more important than the content of your commercial. **YOUR OBJECTIVE IS TO SAY ONE TRULY MEMORABLE THING TO EMPLOYERS!**
6. Resumes – tailor your resume to the specific job(s) you're applying for. (If you're uncertain about the quality and content of your resume, visit a counselor at your LEC) Take sufficient copies of your resume to the job fair. Make sure your resumes are crisp and clean.
7. If there's potential for on-the-spot interviewing or hiring at the Fair, take reference letters and cover letters, and assemble a professional portfolio (that contains examples of work and accomplishments).
8. Be prepared to answer questions. Review standard interview questions and formulate your responses.
9. Prepare questions to ask employers: what opportunities are available; what are the responsibilities; what skills are companies seeking in candidates?
10. Make a prioritized list of employers you'd like to meet with at the Job Fair (this is your target list) .
11. Plan your strategy. Visit booths first that interest you the most (when your energy is high and you're at your best). Do not wonder or roam! Present yourself with a purpose. Don't be shy – be prepared!
12. Take pens and paper.
13. Dress for success! Dress in a manner for the job you're applying for (e.g., construction job applicants need not wear suit and tie). Be well groomed. Treat the Job Fair like any job interview.
14. Set realistic expectations. Few job seekers are hired on-the-spot at Job Fairs. Be prepared to follow up on promising leads.
15. Block sufficient time in your schedule to attend the Job Fair. Make preparations to arrive on time.

At the Job Fair

16. Some experts suggest to arrive early or late at the Job Fair. (The first and last people are often remembered while the ones in between become a blur.)
17. Check-in at the registration table. Get a copy of the job fair layout, the employer participation list, and drop off a copy of your resume (if this service is available). Find booth locations of your targeted employers.

18. Briskly (but attentively) walk through the entire job fair. Scope-out employers you want to talk to. Observe which employers are busy and which aren't. Make special note of employers that are conducting secondary interviews, either at their booth or in another location (these are the employers who are serious about hiring). Identify the person conducting secondary interviews and seek that person out!
19. Get a feeling for the entire Job Fair. Then, go and sit for a few moments to compose yourself and to finalize your 'plan of attack'!

Approach your targeted companies:

20. From a distance (about 2 meters away), observe and listen to employers interacting with other applicants. Listen to what the employer is asking. Figure out who is in charge. What happens to the resumes (are there multiple resume piles, does anyone write on them)?
21. Determine the highest level employer-representative in the booth. Seek this person out.
22. While waiting in line, review information about the employer you're approaching.
23. As you approach the table, respect other people's privacy as they complete their interaction with the employer.

When you meet with an employer:

24. Give an award winning SMILE!
25. Greet each employer with a firm handshake. Make eye contact! Be polite!
26. Introduce yourself. Look confident!
27. State why you have chosen this employer.
28. Try to remember the employer's name. Glance at a nametag.
29. Show interest. State briefly what you like about the company.
30. Deliver your 'one-minute commercial' (that you developed in step 5 above). Be sensitive to the timing and situation before using your 'commercial' – adapt it as the circumstance dictates.
31. Listen carefully to what the employer says. The room may be noisy and busy, but don't be distracted. Focus, focus, focus!
32. Ask questions (the questions you prepared in step 7 above).
33. Answer questions directly, politely, and concisely. REMEMBER THE GOAL IS TO BE ASKED BACK FOR AN 'IN-HOUSE' INTERVIEW.
34. Ask about the application procedure and hiring process. What's the timeframe? Is there a convenient time to call to follow up?
35. Do NOT ask questions about salary and benefits (wait until later for these type of questions).
36. Request a business card or obtain a contact name, phone number, fax, and email address. Take brochures or informational materials that are available at the booth.
37. Don't let promotional 'freebies' on the table distract you and do not grab at them.
38. Thank each employer for their time.
39. If you're given an application form, take time to fill it out neatly and completely. Remember the way you fill out the application is in itself an example of your work.
40. Conduct your self professionally at all times. You are 'on stage' even as you stand in line or move about the Fair area.
41. Stay fresh! Job Fairs can be exhausting. If you start to get tired, take a break.
42. Network with other job seekers at the Fair. Share leads, resources, and ideas.
43. Keep a list of the employers you meet. Make notes about each company and your conversation with each representative.

After the Job Fair

44. Pat yourself on the back for a job well done!
45. Review your notes from the Job Fair. Evaluate what you think went well and what you can improve for the next Job Fair or interview.
46. Write personalized thank-you letters to companies that interest you. Cite something specific from your discussion. Try to send letters out within two days after the Job Fair. It's okay to enclose a resume with your thank-you letter. This may draw attention to your name once again.
47. Call to make sure the company received your application materials if you don't hear from them in two weeks after the Job Fair. At this time you can check on the status of the position and offer to come in for an interview.
48. Continue to research the companies that interest you. Treat the Job Fair as an initial contact, not the last.
49. Keep accurate records of your contacts, including dates of your letters or telephone calls, and copies of all application materials that you send.

Final Tip

50. Focus on learning as much as you can about what employers are looking for in the people they hire. The primary benefit of participation in the Fair is to collect information and make contacts.

JOB FAIR OVERVIEW and GUIDELINES FOR EMPLOYERS

A. WHAT IS A JOB FAIR?

A Job Fair is an event where a number of employers and job seekers come together for the purpose of applying and interviewing for jobs. Defined more precisely, a Job Fair is an employment strategy to fast-track the meeting of job seekers and employers.

Ordinarily, Job Fairs are single day affairs held in metropolitan areas once to several times a year. Job Fairs are typically held in large assembly halls with a booth for each employer. At the front of each booth is a table that displays company brochures and information. Usually, several company representatives staff each booth, standing behind tables as they talk to job seekers. Some companies decorate their booths with banners and signs. Job Fairs range in size from 10 – 100 employers with many hundreds of job seekers. Even small Job Fairs can be busy events with lines of job seekers waiting to see company representatives.

Companies participate in Job Fairs to screen candidates for existing or future job openings. Companies also participate to introduce themselves as a desirable place to work and to promote their company. At the very least, companies will get exposure at Job Fairs, while at the most they can make rapid hires of highly qualified applicants.

For job seekers, Job Fairs are a convenient way to apply with several companies and to get immediate interviews. Job Fairs also enable job seekers to scope-out employers and to gather company and career information. What can job seekers realistically expect from a Job Fair? They can certainly obtain company and career information. They may even get an interview at the Job Fair. However, the goal is to get 'in-house' interviews at companies shortly after the Job Fair. Job seekers should be advised that it's unlikely they'll walk away from the Job Fair with a new job!

Employer representatives invest a lot of time and resources to participate in Job Fairs. As such, companies appreciate job seekers who are well prepared and have a professional attitude. Job Seekers appreciate company representatives who are easy to approach and have clear answers to their questions.

If employer representatives and job seekers both prepare adequately, Job Fairs can be great successes for everyone!

B. GUIDELINES AND TIPS FOR PARTICIPATING IN A JOB FAIR

1. Try to make your booth interesting and attractive. Here are some ideas:
 - Display a banner or sign showing your company name, logo, and colors
 - Use pictures or graphics to illustrate your company services or products and to convey your company's ideals and values
 - Minimize words in graphics and signs. Make your message quick and simple
2. Supply your table with company forms and materials:
 - Have copies of your company application form
 - Have a one-page (or shorter) description of each position you want to fill
 - Provide leaflets or brochures about your company. They'll tell job seekers what your company does and what it's like to work there.
 - Keep business cards on the table so job seekers can contact you

- Consider having 'giveaways' to promote your company (these are gift-like items such as candies, pens, key chains, calendars, mouse pads, etc.)
3. Ensure that representatives represent your company well:
- Have at least two (or perhaps 3) reps to interact with job seekers. This will keep lines short and job seekers happy!
 - Have representatives that are outgoing and assertive. Your reps should be smiling, upbeat and positive!
 - Have reps STAND (not sit) at the table
 - Greet job seekers with firm handshakes
 - Engage in conversation with job seekers as they walk by
 - Review applications and CVs as they're collected. Ask job seekers to elaborate on their experience and qualifications
 - Schedule interviews with top applicants. Conduct on-the-spot interviews if possible!
 - Staff the booth with representatives that know your company's hiring procedures
4. Attend to job seekers after the Fair:
- Follow-up with all persons who submitted applications or CVs within 10 days
 - Be straightforward with applicants. Telling them they did not make the 'candidate list' may be disappointing, but honesty is the best policy!

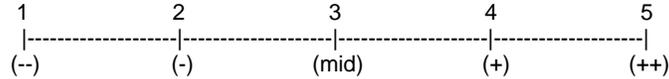
ATTACHMENTS

1. Example of Job Fair needs analysis
2. Example of announcement for pre-Job Fair informational and promotional purposes
3. Example of employer registration letter and form
4. Example of job vacancy listing form to be completed by employers
5. Example of leaflet advertising a Job Fair
6. Example of Job Fair employer listing (part of packet distributed to job seekers upon arrival at Job Fair)
7. Example of announcement of Job Fair orientation for job seekers
8. Example of announcement of Job Fair orientation for employers
9. Example of supply and equipment checklist
10. Example of Job Fair evaluation for job seekers
11. Example of Job Fair evaluation for employers

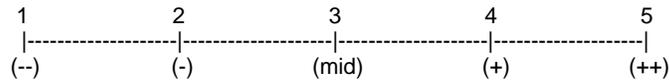
Attachment 1: Example of Job Fair Needs Analysis

JOB FAIR NEEDS ANALYSIS
Assessment of Need, Viability, Benefit, & Cost

1. Considering the current and projected job market, to what extent are job fairs needed?

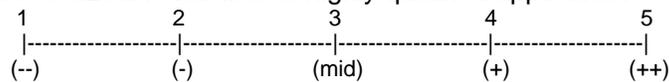


2. Do sufficient job vacancies exist in specific regions to justify supporting and conducting job fairs?

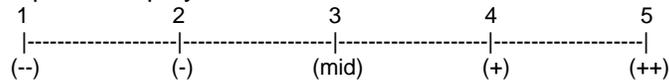


3. What specific improvements / benefits will job fairs yield:

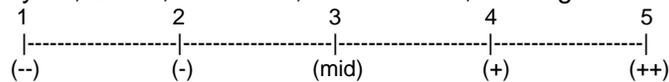
a. Are employers having difficulty filling vacancies? If so, to what extent will job fairs attract a sizeable number of highly qualified applicants?



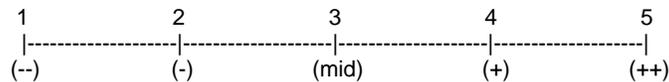
b. Are job seekers having difficulties accessing employers? To what extent will job fairs improve employer access?



c. To what extent will job fairs produce beneficial exposure and public relations for employers, SESA, industries, communities, and regions?



d. Ultimately, to what extent will job fairs help improve regional work and business climates? To what extent will they help promote national employment?



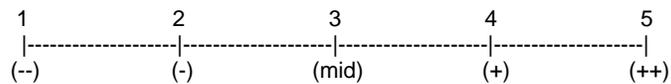
4. What will job fairs cost? Consider the following outlays: a) staff time to plan, organize, host, and follow-up job fairs; b) facilities, equipment and supplies; c) miscellaneous costs

Estimated overall cost of job fairs: _____

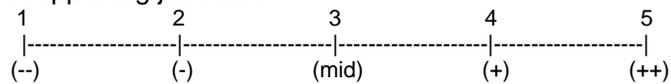
5. Does SESA have financial resources and staff capabilities to organize and host job fairs?

Yes _____ No _____

6. To what extent will job fair outcomes (tangible and subjective benefits) offset overall costs?



7. To what extent can SESA administrators and management wholly commit to undertaking and supporting job fairs?



**BAY AREA JOB FAIR
16 FEBRUARY 2005
at the BAY EXPO CENTER**

JOB SEEKERS

Over 50 companies are expected at the Job Fair! Meet with employers hiring for beginning, technical, and professional positions. Talk with career counselors to answer your job search questions. Attend career workshops.

EMPLOYERS

A booth at the Job Fair presents an ideal opportunity to fill your job vacancies while providing valuable exposure for your company. The Fair attracts hundreds of job seekers with broad qualifications.

SPONSORS

Sponsorship of the Job Fair offers many advantages. Your participation will help build your name, your image, and your pride in supporting an event that helps fuel and sustain the local economic climate.

EMPLOYER REGISTRATION FOR JOB FAIR (page 1 of 2)

Our company would like to participate in the Spring 2007 Job Fair to be held on Friday 1 April 2007, from 10:00 – 15:00, at the City Community Center

- Yes
- No

Our company would like to:

- Recruit for current available vacancies (*please complete the 'Job Vacancies Form provided'*)
- Recruit for future vacancies
- Disseminate information about the company (please note that priority will be given to companies recruiting for vacancies at the Job Fair)

Company Name: _____

Mailing Address: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

General Manager (name / title): _____

HR Director (name / title): _____

Job Fair Contact Person (name / title / telephone / email) _____

Company Profile (100 words maximum): _____

EMPLOYER REGISTRATION FOR JOB FAIR (page 2 of 2)

Industry Classification (please mark the category that your company should be listed):

- | | |
|--|---|
| <input type="checkbox"/> Management Consultancy | <input type="checkbox"/> Development Agencies |
| <input type="checkbox"/> Agents/Retail/Distribution | <input type="checkbox"/> Education |
| <input type="checkbox"/> Banking/Finance/Insurance | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Business Services | <input type="checkbox"/> Media/Communications |
| <input type="checkbox"/> Computer/IT | <input type="checkbox"/> Transport |
| <input type="checkbox"/> Construction/Engineering Services | <input type="checkbox"/> Travel/Tourism |
| <input type="checkbox"/> Consumer Goods | <input type="checkbox"/> Other |

List of Company Representatives (Please list the names and titles of company representatives attending the Fair. **A maximum of 3 representatives are allowed per company.** Names will be included in the Job Fair packet.

1. Name: _____ Title: _____

2. Name: _____ Title: _____

3. Name: _____ Title: _____

Agreements:

- Companies participating in the Job Fair will actively recruit for existing or future vacancies at the Fair
- Companies will make reasonable efforts to interview Job Fair attendees for job openings
- Companies will take applications and/or CVs at the Fair
- Any company acting as a third-party recruiter will not be allowed to participate in the Fair
- Companies who receive resumes for their own use during the Fair are prohibited from forwarding these resumes to any other company.
- Companies will make reasonable efforts to decorate their booths and provide company materials at their booth
- Companies will complete and submit the following Job Fair forms and reports:
 - Job Fair Activity Report (information and statistics regarding job seeker contacts, applications received, interviews, and job offers made at the Job Fair)
 - Job Fair Evaluation Form
 - follow-up reports (subsequent hiring from Job Fair, etc.)

"I have read the above agreements and ensure that the company will adhere to these conditions."

Name: _____ Title: _____

Signature: _____ Date: _____

Attachment 4: Example of a Job Vacancy Listing form to be completed by employers

JOB VACANCY LISTING FORM

Please write a summary of the vacant positions currently available at your company, or potential openings that should be listed in the Job Fair packet. If you have more than one vacant positions, please attach an additional sheet(s). If you don't have current job vacancies but are interested in meeting with candidates for future openings, list the potential career opportunities and required qualifications. Please note that SESA reserves the right to edit your job ads according to our Job fair packet style.

Job Title: _____ Location: _____

- Currently available position Future potential vacancy

Job Description: _____

Qualifications: _____

Monthly Compensation: _____

Working Hours: _____ Days Off: _____



Attachment 5: Example of leaflet advertising a Job Fair

Bay Area Job Fair

LOCATION:	Bay Expo Hall, 2100 Bayshore Drive, Bay City, California
TIME:	10am – 3pm
DAY:	Wednesday, February 16, 2005

Admission and Parking are FREE!

**Meet Growing Bay Area Employers!
Hundreds of Jobs - Entry Level to Professional and Technical**

Committed List of Exhibitors

- American Express Financial Advisors
- CHP
- Farmers Insurance
- Gallo Sales
- Lindquist, LLP
- Naval Reserve
- Orchard Supply Hardware
- Petco
- Primerica
- Schwaab Marking Products
- Securitas
- Stanford University
- Terminix
- US Army
- Unitek College
- Verizon Wireless ... and more to come!

Special Features

- Free Career Workshops throughout the day
- Free Resume Critique throughout the day
- Deaf Interpretation (need a week's notice)

Helpful Tips

- Dress professionally



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համակարգերի հզորացման ծրագիր

- Bring 10-15 copies of your resume
- Good times to come (least busy) 11a.m. TO 12 noon
- Allow two hours to talk with company representatives
- Prepare a brief summary of your skills
- Have your questions ready

Remember: the job fair is an important step in your job search process!



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համակարգերի հզորացման ծրագիր

Attachment 6: Example of Job Fair employer listing (part of packet distributed to job seekers upon arrival at Job Fair)

BAY AREA JOB FAIR
Presented by the Bay Area Employment Authority
www.baea.ex

Welcome to the Bay Area Job Fair! This list provides contact and job information for employers participating in today's fair.

ADT Security Services

1154 Willow Road
Pleasanton, CA

510-480-51687
jackson@adt.com

Job openings or services offered: sales positions for residential, business & commercial

AFLAC

3705 Pyramid Way
Suisin, CA

603-335-5432
sommers@psb.com

Job openings or services offered: Sales Reps; Sale Management Trainees

American Express Financial Advisors

552 Shoreline Drive
Redwood Shores, CA

650-008-8000
Patrick@amexba.com

Job openings or services offered: Financial Advisors

BEI Systron Donner

2007 Systron Drive
Concord, CA

925-543-7765
palooza@sys.com

Job openings or services offered: Sr. Mechanical Engineer; Sr. Electrical Engineer; Process Engineer; Industrial Engineer; Machine Drafter; Sr. Quality Engineer; Sr. Equipment Technician; Software Engineer; Production Workers (entry level & experienced)

C.A.S.T.



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1114 Citrus Avenue
Rocklin, CA

916-243-0998
terrel@cast.com

Job openings or services offered: Direct Sales Reps (looking for motivated sales personnel to sell cable television and broadband internet services)



Attachment 7: Example of announcement of Job Fair Orientation for Job Seekers

JOB FAIR ORIENTATION for JOB SEEKERS

Are you ready for the Bay Area Job Fair (at the Bay Expo Hall on 16 February)? Perhaps you're nervous about what to expect and how to act at the Job Fair. Do not fear, the NES will alleviate your stress by providing a Job Fair Orientation! This valuable orientation will help you:

- put finishing touches on your resume
- brush up on Job Fair networking techniques
- plan effective Job Fair strategies
- follow up with employers to increase your job chances

Three Job Fair Orientation sessions will be offered:

8 February, 10:00-11:00
8 February, 15:00-16:00
10 February, 12:00-13:00

The orientation will be held at the NES Center on Elbo Street, in room 401.

**Optimize your Job Fair experience –
attend the Job Fair Orientation!**



Attachment 8: Example of announcement of Job Fair Orientation for Employers

JOB FAIR ORIENTATION for EMPLOYERS

The annual Bay Area Job Fair is a one-day recruiting event that attracts hundreds of job seekers with broad qualifications. As such, the Fair gives employers an efficient means of filling job vacancies while providing valuable exposure in the community and region.

To help employers achieve maximum impact at the Fair, the NES is hosting a Job Fair Orientation. This valuable orientation will help you:

- prepare for the Job Fair
- gain tips for setting-up your booth
- maximize your participation in the Job Fair

One Job Fair Orientation for employers will be offered:

7 February, 9:00-10:00

The orientation will be held at the NES Center on Kennedy Street, in room 401.

**Optimize your Job Fair experience –
attend the Job Fair Orientation!**



Attachment 9: Example Supply and Equipment Checklist

SUPPLY & EQUIPMENT CHECKLIST for JOB FAIRS

- Tables
- Chairs
- Booth partitions
- Decorations
 - Draperies
 - Balloons
 - Banners
- Reception table
- Reception banner

- Signs
- Easels for signs and flipcharts
- Bulletin boards
- Flip charts

- Electricity
- Electrical extension cords
- Electrical outlet multipliers

- Office supplies
 - Paper
 - paper clips
 - note pads
 - folders
 - envelopes
 - clip boards
 - writing pens
 - marking pens
 - pencils
 - scissors
 - staplers
 - staples
 - transparent tape

- Job Fair packets
- Job fair brochures
- Registration forms
- SESA forms and materials



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համակարգերի հզորացման ծրագիր

- heavy duty tape (to hang signs and posters, and to make repairs)
- Nails, tacks
- Tools (hammer, pliers, knife, screwdrivers)

- Stool or step ladder (to hang signs and assemble booth partitions)
- Waste baskets
- First aid kit



Attachment 10 - Example of Job Fair Evaluation for Job Seekers

JOB FAIR EVALUATION FOR JOB SEEKERS

Thank you for attending today's Job Fair! Please help us improve our Job Fairs by completing this questionnaire.

Question:	Please indicate your response
1. Did you feel welcome?	Yes Somewhat No
2. Did you wait longer than expected?	Yes Somewhat No
3. How many Job Fairs have you attended?	0 1 2 3 (more than 3)
4. What type of position were you searching for?	_____

5. How did you find out about today's Fair?	<input type="checkbox"/> SESA local office <input type="checkbox"/> Flyer or leaflet <input type="checkbox"/> Sign posted at business establishment <input type="checkbox"/> Sign posted on street <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Radio or TV ad <input type="checkbox"/> Other
6. Did you understand the purpose of the Job Fair before today's event?	Yes No
7. About how many employer-representative did you speak to?	0 1 2 3 (more than 3)
8. About how many applications or CVs did	0 1 2 3 (more than 3)



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 համակարգերի հզորացման ծրագիր

Attachment 11 - Example of Job Fair Evaluation for Employers

JOB FAIR EVALUATION FOR EMPLOYERS

Thank you for participating in our Job Fair. Your comments are very much appreciated and will help us plan for future job fairs. Please complete this evaluation by checking the response that most accurately reflects your opinion.

Name: _____ Title: _____

Company: _____ Phone#: _____

	Poor	Fair	Average	Good	Excellent
1. The quantity of applicants					
2. The quality of applicants					
3. Applicants preparedness for interviews					
4. Space provided					
5. Setting of the room					
6. Location of the job fair					
7. Time allotted for the job fair					

8. What did you like best about this job fair? _____

9. What did you like least about this job fair? _____

10. Suggestions for improving future job fairs: _____

11. Would you participate in another job fair sponsored by the SESA? Yes No

Why Not? _____

12. Please fill in your preference for a future job fair:
 Month _____ Day of the Week _____ Length of Time _____ Hours _____



**USAID ARMENIA SOCIAL PROTECTION SYSTEMS
STRENGTHENING PROJECT**
ԱՄՆ ՄԶԳ Հայաստան Սոցիալական պաշտպանության
համակարգերի հզորացման ծրագիր

13. Suggestions / Comments: _____
