Job Fair

Planning:

- Member office can find a centrally located facility within the district that is conducive to holding a job fair
    - In choosing a space, consideration can be given to:
        - the setup of tables for exhibitors
        - aisles for job seekers to navigate throughout the exhibition room
        - an entry area to set up check in tables
        - side rooms for breakout sessions
        - parking
        - room sizes and numbers for workshops
        - displays
        - ease of access
        - for certain areas of the country access to public transportation can be considered and can be advertised as a benefit of the location
- Pick appropriate date so Member can attend if possible
- Staff can contact local businesses as well as district and state based corporations to solicit their partnership as an exhibitor in the job fair. Exhibitors may also be local municipalities, organizations, etc.
- Identify potential employers for participation
- Utilize Partners to help recruit employers
- Recruit employers through personal contacts, chambers, etc.
- Recruit workshop participants
- Organizations that provide resources to job seekers can also be present at the fair
    - For instance, different state and local workforce development groups can hold breakout sessions throughout the day to provide:
        - tips on interviewing
        - résumé building
        - how to write cover letters
        - searching for jobs
        - retraining info
        - “Financial Survival” which can include information on how to pay your bills
        - paycheck planning and surviving a layoff, etc.
- Think through logistics (anticipate the unanticipated):
    - event flow
    - signage
    - parking
    - booth/table assignments
    - crowd control
    - traffic

    - number of volunteers needed
- Arrange for needed items such as signage, tables/chairs, PA, power at booths, etc.
- Job Fairs are more successful mid-week, not on a Monday or Friday

Promotion:

- Invitations (can be sent district wide, if a district wide fair is being held)
- News releases
- Member's web site
- Social media tools (facebook, twitter, etc)
- Banner advertising
- Promoted during tele-town hall calls and district appearances
- Flyers to cities, chambers, libraries, community groups, agencies
- Op Ed in local papers
- Set up local newspaper and radio interviews to promote
- E-Newsletter
- Contact local media outlets to help promote job fairs as a community service and consider having them link to your info/web site
- Partners also can promote

Execution:

- Maintain contact and send information/direction packets to participating employers
- Maintain frequent contact and have meetings with partners and venue
- Conduct a final walkthrough of the venue with partners
- Review set-up needed (check in-tables, rooms for workshops, rooms for employer booths)
- Welcome Program
- Final media push
- Have a line by line plan with all assignments, roles, equipment delivery, set-up, timing, etc.
- Job seekers can receive upon entry a Resource Guide that is produced by staff. The Resource Guide can include in it lists of exhibitors present at the fair as well as a schedule of breakout sessions.
    - One list can organize the exhibitors based on the type of job sector
    - One list can alphabetize the exhibitors and can include contact information, job information, company information, etc.
    - The final list can list the exhibitors in numerical order based on the numbers associated with their respective table. This list can correspond with a map of the exhibition space that can also be included in the Resource Guide

Member Role/Opportunity:

- Event shows the Member cares about the community and the people who are looking for work in tough times and is doing something about it
- Opportunity to be pro-active in challenging economic times
- Generate good will and visibility for Member
- Member can attend the welcome/opening and then stay as time permits to mingle
- Conduct on site media interviews to talk about job fair and the Member's efforts to help people
- Reinforce message on how to get economy moving again

The Benefits:

- Provides resources and opportunities between unemployed constituents and businesses that are currently hiring

Contacts:

Thank you to the Offices of Congressman David Dreier and Peter Roskam who provided the content of this best practice document. For specific questions about the content please contact Republican Conference or their respective offices. If you would like additional example materials used in preparing for a jobs forum please contact the Republican Conference Member Services department at 202-225-5107.

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