Career/Job Fair

Step 1

Structure the career/job fair around the needs and interests of your target audience. For example, Career fairs designed for literacy zone students would include representatives from corporations, healthcare facilities, small businesses, retail, dining, and hotel establishments.

Step 2

Determine how much you can afford to spend on the career fair. Calculate the costs for renting a facility, providing refreshments or door prizes, and advertising. If the venue doesn't provide chairs and tables, determine how much it will cost to rent them or transport them if you have your own. Ideally the Career/job fair should be held at the Family Welcome Center.

Step 3

Once you've determined a focus for your career fair, invite local companies to participate. Select participants based on relevancy to your audience and on availability of positions. If an employer has several positions open or recruits candidates on an ongoing basis, there's a greater chance both job-seekers will find a match.

Step 4

If you've never worked with an employer before, describe the benefits of attending, what kind of audience you reach and how many attendees you expect.

Step 5

Choose a location with plenty of space for employer booths and large enough to accommodate anticipated visitors. Seek out a location with ample parking as well as plenty of indoor space.
Step 6

Prepare a welcome kit for Literacy Zone job seekers. Include a list of participating companies and a map illustrating the location of each employer's booth. Offer a handout featuring tips for talking to employer representatives.

Step 7

Purchase advertising in local newspapers and magazines, and on radio and television stations. Send press releases to local journalists and media organizations that might publicize the event. Post flyers in public places such as libraries and community centers, or at the local unemployment office. Ask community organizations, such as parent-teacher organizations and chambers of commerce, to publicize your event.