



## Job Fair Best Practices Missouri Job Center – Kirksville

1. *Location* – Centralize the location whenever possible, ensuring easy access with adequate parking for all of those who might attend. Coordinate or create public transportation options for those lacking transportation.
2. *Time* – Set hours of operation that will allow as many job seekers as possible to attend. Consider running your event from 11 am to 4 pm, for instance, so people can attend during their noon hour and employees who end or begin a 3 pm shift have an opportunity to attend.
3. *Employer Participation* – Send flyers to area businesses advertising the event approximately 6-8 weeks in advance. Announcements limited to email only will result in poor attendance. Job center staff should call businesses to provide timely reminders prior to the event. Consider developing a flyer and registration form that employers can return to you. Staff should be prepared to spend time making individual calls and emailing employers.
4. *Community Participation* – Incorporate some service agencies into your event to promote awareness and volunteerism. Avoid focusing the event on volunteer organizations only and work to bring in agencies that provide opportunities for skills enhancement, job placement, etc.
5. *Sponsor and Volunteer Participation* – Try to establish the event as a community resource, enlisting sponsorships and partnerships from local supporting agencies to reduce costs. You can for instance ask local businesses to advertise, provide internet access at the event, set up snacks and beverages, and even pay for the space. Volunteers from other local organizations may help greet, set-up, staff the event, and tear down at the end of the day.
6. *Advertise* – Email DWD Communications to have the event announced through GovDelivery. Share information and flyers with job seekers and businesses that come to your job center and include “Tips for Attending a Job Fair” on the flyer. Think broadly and advertise wherever possible. Try to use local marquees, church bulletins, mailings to educational organizations, radio spots, newspapers, strategically placed signs, and community calendars.
7. *Setup* – Make the space inviting and try to keep the mood light. The addition of some balloons, flowers, or other colorful displays can make it more attractive and fun. Consider setting up an employer hospitality room with access to snacks and drinks throughout the day. Most employers can’t leave their booth so having lunch items is a valuable service.
8. *Things to Avoid* – Don’t make commitments you can’t keep! Avoid publicizing lists of employers just in case some cancel. Focus instead on a general number and types of employers who will be there. Avoid giving concrete numbers of seekers to employers as well as your event may not be well attended. Once an event becomes well established you can give general projections.
9. *Working with Employers* – Consider having speakers or other incentives available prior to the official start of the event to encourage employers to arrive on time. For instance, being able to meet with the local Economic Development Director can give employers an opportunity to talk about their needs and share valuable information. Many employers will also try to leave early so try to create some incentives for them to stay. Having drawings at the end of the day for door prizes or a free booth space at the next fair for instance can encourage them to stay.
10. *Plan Ahead* – Be sure to emphasize this is a recurring event as you build public awareness. Be prepared to provide future dates, locations, and times whenever possible so local seekers and businesses can plan ahead. It helps to remain consistent with dates and times. As your event gets better established as a consistent presence in the community, people will begin to plan for it and you can spend less time advertising.



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For additional information about Missouri Division of Workforce Development services, contact a Missouri Job Center near you. Locations and additional information are available at [jobs.mo.gov](http://jobs.mo.gov) or (888) 728-JOBS (5627).

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