



CASE STUDY

MEGA MIDWEST VIRTUAL CAREER FAIR

Have questions?

Event Overview

The Mega Midwest Virtual Career Fair was held entirely online, September 15-16, 2020, and boasted more than 440 job seekers from Illinois, Indiana, Ohio, and Kentucky. Employers from a wide range of industries participated in the event, including education, healthcare, manufacturing, and finance.



Fast Facts

775+

Total Registrants

440+

Total Attendees

65

Job Posted

218

Average Booth
Visits per Employer

757

Live Chat Messages

Challenges

Since the start of COVID-19 early on in 2020, finding alternative methods for working, communicating, recruiting, and traveling has been critical. With large group gatherings on hold, companies have had to adapt how they hire. Virtual events — including virtual career fairs — are a safe, efficient, and cost-effective solution.



Strategy and Approach

The Mega Midwest Virtual Career Fair incorporated a number of important metropolitan areas like Chicago, Indianapolis, and Cleveland, but also drew the interest of employers in harder-to-hire areas or with niche job openings. Choosing to create a regional event (versus a single location or company event), meant that it was easier to reach a large job seeker audience.



Prior to the Event

From the beginning, exhibitors and sponsors received a variety of administrative, technology, and marketing support. This included specific documentation on how to create an account, set-up a booth, market to job seekers, save resumes, post jobs, and properly use the text, audio, and video chat features.

Branded Employer Experience with Real Time Chat

During the two day fair, each exhibitor received:

- Logo representation in the virtual lobby
- A company-branded virtual booth, with logos and company background
- Ability to live text and video chat with job candidates

For a month after the start of the event, each exhibitor received:

- Active logo representation in the virtual lobby
- An active company-branded virtual booth, with logos and company background, allowing residual attendees to visit and apply to jobs
- Complete downloadable information for job seekers who registered AND attended the event, including resumes, emails, and names

Marketing Efforts

On behalf of the employers, the Mega Midwest Virtual Career Fair team provided marketing and advertising outreach across the four involved states. This included, but was not limited to:

- Paid social media advertising
- Job seeker direct email campaigns
- Local web advertising (Craigslist, Eventbrite, etc.)
- Local government communication
- Customizable editorial content
- Social media announcements

HOST PERSPECTIVE

"We're excited to provide a virtual event platform that helps employers and job seekers connect. Now is a perfect time to get creative with our technical expertise and resources to build solutions that work."

Roberto Angulo, Recruitology CEO

And lastly... some benefits of virtual career fairs

◆ Save money

There's no travel or marketing collateral

◆ Save time

Again, no travel! Or setup time

◆ Improve tracking

All your resumes and contact information are already online

◆ Get your name out

A virtual career fair is also a marketing opportunity — think logos on virtual booths and lobbies

◆ Reach more candidates

Connect with all the people who couldn't make it in-person to other fairs