

CASE STUDY
**HAWAII
VIRTUAL
CAREER
EXPO**

Have questions?



Event Overview

The Honolulu Star-Advertiser was used to hosting multiple in-person events each year, but this was the paper's first virtual career event. The *Career Expo* was held entirely online and attracted more than 1,000 job seekers. Employers in a wide range of sectors, including military, staffing, government, and finance participated. The event ran from 9 a.m. to 1 p.m. on October 21 and from 10 a.m. to 2 p.m. on October 22 and was free for all job seekers.



Fast Facts

1,347

Total Registrants

1,069

Total Attendees

40

Total Employers

184

Job Posted

152

Average Booth
Visits per Employer

15,333

Live Chat Messages

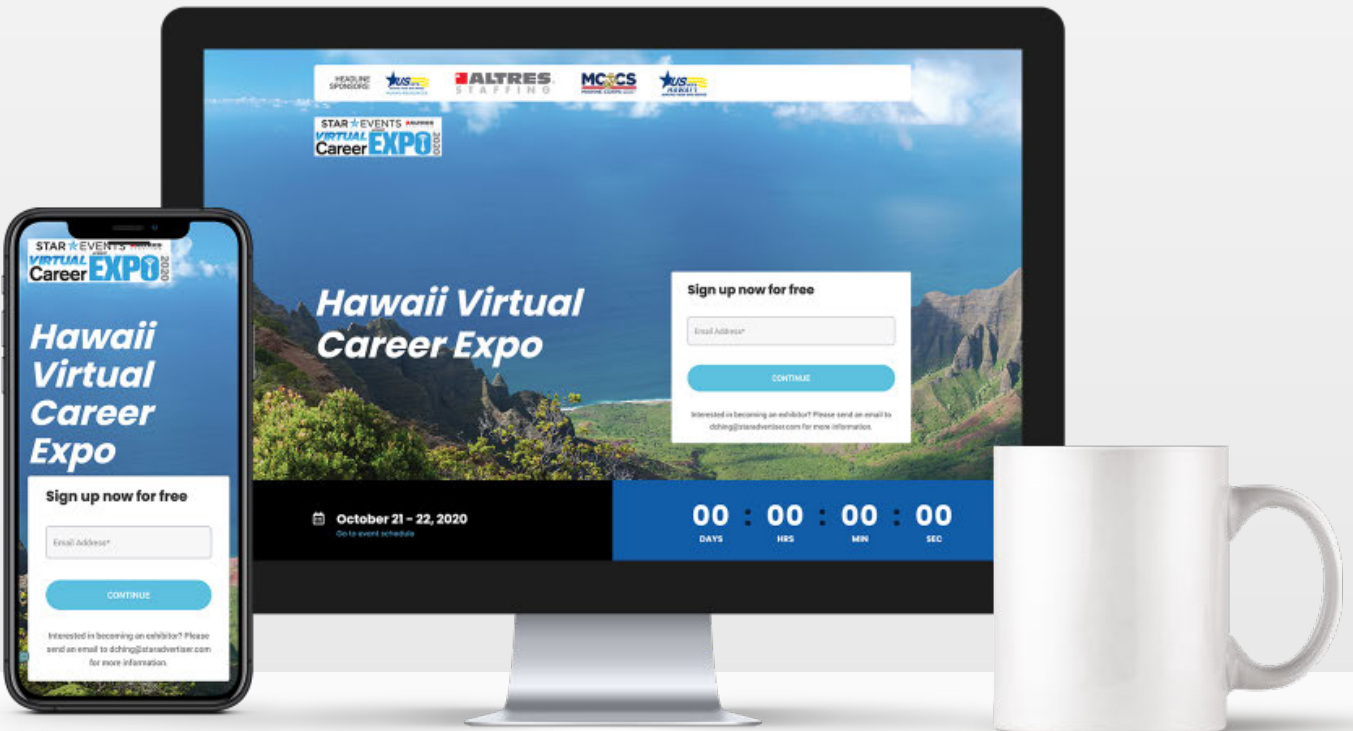
HOST PERSPECTIVE

"This was our first experience going virtual with *Career Expo*, and we are very happy with the results. Most importantly our recruiters are very happy, too. Finding a suite of products with positive solutions was our top priority."

Denise Ching, Classified Advertising Manager, Honolulu Star-Advertiser

Challenges

In the past, The Honolulu Star-Advertiser produced two large in-person shows each year, along with smaller community shows. However, with large group gatherings on hold because of COVID, companies have had to adapt how they hire. The Honolulu Star-Advertiser prioritized hosting a virtual event and started their search for an appropriate virtual event platform.



Strategy and Approach

While travel and space logistics can define in-person career events, virtual events often don't have the same limitations. In order to ensure maximum participation across the entire state (and different islands), the newspaper team took advantage of this. They carried over their *Career Expo* name — the recognized brand used in previous in-person events — and then relied on solid teamwork to drive state-wide engagement. They also established additional online event presence at their own *Hawaii Career Expo* website, hawaiicareerexpo.com



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
- All their available jobs posted for attendees

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
- All their available jobs posted for attendees

Marketing Efforts

The Honolulu Star-Advertiser's team relied on their established *Career Expo* brand and worked diligently to connect with employers and job seekers. They used all of their platforms to promote the events, including:

- Print and online content
- Digital billboard advertising
- Social media advertising and announcements
- Podcast advertising
- Press releases
- Independent *Career Expo* website [View example](#) 
- Publishing a comprehensive event guide for print and digital [View example](#) 

PROVIDER 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, CEO, Recruitology

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

Independent Career Expo website

STAR★EVENTS
ALTRES
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VIRTUAL
Career
EXPO

2020

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STAR★EVENTS
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EXPO

2020



October 21, 2020
9am-1pm HST

October 22, 2020
10am-2pm HST

FREE

Virtual Career Expo!

Connecting employers and job seekers
in a safe environment.

ATTENDEES

EXHIBITORS



Connecting Employers and
Job Seekers in a safe environment

Workshops for Veterans hosted by 

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TIP OF THE WEEK

Star★Advertiser

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CAREER TIP
OF THE WEEK

Identify your top three
job must-haves

The job market has drastically changed but that
doesn't mean you should apply to everything

JOIN US FOR THE HAWAII
CAREER EXPO

Visit with Hawaii's best employers and find hundreds of jobs all in
one place! Job seekers will be able to connect directly with
employers, submit resumes and get hired on the spot.

Pre-register Now

EXHIBITORS

Reserve Your Booth Today

"This is the best career fair I've ever attended in 26 years of being in business... those that
we had met had the skills, were dressed appropriately and were able to communicate
what they wanted."
— Signe Godfrey,
President
Olsten Staffing and Professional Services

2 October 16, 2020

October 16, 2020 3

STAR★EVENTS
ALTRES
VIRTUAL
Career
EXPO 2020

CONNECTING KAMA'AINA FOR CAREER SUCCESS

This year's Hawaii Career Expo will be taking place in the virtual sphere, but attendees can still expect the same quality and variety as in year's past. Make sure to check out the state's leading employment exhibition Oct. 21 (9 a.m.-1 p.m.) and Oct. 22 (10 a.m.-2 p.m.) online at hawaiicareerexpo.com.

This event, sponsored by ALTRES and U.S.VETS, gives job seekers the opportunity to connect directly with employers, submit resumes and get hired on the spot — a much-needed service during these challenging times.

U.S.VETS, who was a partner since 2018, will return to host Workshops for Veterans. They will provide free services throughout the day for veterans who need assistance with job placement and job training through personal & career development training.

"Last year, thousands of people came through our career expos to connect with hundreds of recruiters and HR managers throughout the state," said Denise Ching, classified advertising manager at Honolulu Star-Advertiser. "Hundreds of people left the event with a life-changing career move or hire."

This year will be no different, and expo-goers and potential employers will be able to connect from a socially safe distance.

"We're excited to meet job seekers at the upcoming Career Expo," added Emy Yamauchi-Wong, a certified staffing professional and manager at ALTRES. "We hope to connect candidates with the many great opportunities we have available. One piece of advice to job seekers coming to the expo is to come prepared. Make a list of employers you want to speak to and research them, and most of all, be open to new opportunities."

The Hawaii Career Expo attracts some of the state's most qualified and successful applicants, and has helped employers connect with talented candidates seeking employment in a variety of fields. The event provides "serious opportunities for serious job seekers" with hundreds of Hawaii's leading companies all looking for qualified hires in a competitive recruitment marketplace.

PARTICIPATING EXHIBITORS

Aerotek
Alliance Personnel Inc.
Allied Universal Security
ALTRES STAFFING
Aqua Engineers Inc.
Bishop & Company, Inc.
City & County of Honolulu
First Insurance Company of Hawaii
Grace Pacific
HawaiiUSA FCU
Hawaii Army National Guard
Hawaii Foodservice Alliance
Hawaii State FCU
HiEmployment
Honolulu Police Department
IHS Institute for Human Services Inc.
Island Palms Communities
Hickam Communities
Kahala MKT by Foodland
Keiki O Ka 'Aina Family Learning Center

KT Protection Services
KTA Super Stores
Kumabe HR
Lanakila Pacific
Marine Corps Community Services
Nakupuna Companies
Oahu Air Conditioning Service
Oahu Plumbing and Sheet Metal
Pacific Guardian Life
The Plaza Assisted Living
Royal Hawaiian Movers
Securitas
Sen Plex Corporation
Staffing Solutions of Hawaii
& Kahu Malama Nurses
Target
Territorial Savings Bank
University of Hawaii FCU
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