

# Preparation Checklist for Job Fairs and Recruitment and Hiring Events

## **TEMPLATE**

If your organization is hosting or participating in a recruitment or job fair or hiring event, consider using this checklist to determine steps you can take before, during, and after the “big day” to help ensure a positive experience for prospective applicants and success for your organization and all organizations involved.

Keep in mind that this is not an all-inclusive list. The size, scope, and specific purpose (e.g., informational, recruiting, hiring) of your event impacts the steps you should take. You may need to add, modify, or eliminate some steps depending on your situation.

For the purposes of this template, a recruitment and/or job fair is defined as an activity that showcases careers and types of positions at participating agencies. A hiring event is an activity during which organizations interview candidates who are at the interview stage in the hiring process and may even give tentative job offers, if applicable. Please take careful note of the differences because a hiring event requires more planning time than an informational event and you will need to prepare accordingly.

### **BEFORE THE EVENT**

#### **(8-12 WEEKS BEFORE)**

- Determine your event objectives
- Define your target audience
- Determine the type of event you will hold (informational, job fair, recruiting fair, hiring event, etc.)
- Assemble a planning team
- Establish a detailed budget
  - Venue - space rental, audio/video equipment rental, break out rooms
  - Marketing - advertising, fliers, event calendars, emails, etc.
  - Printing (e.g., brochure, résumé books, signs, name tags, name tents)
  - Travel, lodging, transportation, parking (if applicable)
- Determine whether you will have event partners. If co-sponsoring, select sponsors and obtain commitment to participate
- Meet with partners to determine objectives, event planning timeline, and deadlines for key tasks

- Select location, date, and time
- Book venue and confirm in writing
- Develop media plan to promote participation in the event
- Work with agencies to determine open positions (applicable for hiring events)

**(7 WEEKS BEFORE)**

- Develop marketing materials needed to implement your media plan

**(5 - 6 WEEKS BEFORE)**

- Determine who will participate from your agency: HR Specialists, Hiring Managers, Senior Leadership
- Determine what positions your organization will focus on and/or recruit for (e.g., Mission Critical Occupations)
- Obtain approval of marketing materials
- Order adequate number of event materials (e.g., brochures; giveaways)
- Order nametag holders and lanyards for agency
- Develop agenda or schedule
- Implement media plan, including adding information to your website about the event

**(4 - 5 WEEKS BEFORE)**

- Create evaluation forms for attendees to complete and return to you at the event
- Coordinate shipping of materials to the venue and plans for return shipping
- Continue to recruit agency participants

**(3 - 4 WEEKS BEFORE)**

- Create thank you email to be distributed to attendees (both agency participants and prospective applicants) after the event
- Verify media placements are running correctly; resolve any issues
- Coordinate logistics information with agency participants

### **(2 - 3 WEEKS BEFORE)**

- Finalize and confirm all facility arrangements
  - Shipping information and directions
  - Set-up and tear down times
  - Business facilities available for use
  - Nearby lodging
  - Audio visual requirements
  - Food and beverage selections
  
- Create hotel welcome packet for agency participants
  - Create agenda with exact instructions of what to do
  - Restaurant recommendations
  - Parking information, maps
  
- Confirm details with agency participants

### **(1 - 2 WEEKS BEFORE)**

- Review your agency's elevator speech on your Employer Brand and determine what attributes will be most attractive to the attendees
  
- Ensure your own agency participants know the Employer Brand
  
- Confirm all agency participants' attendance and that they have all materials needed
  
- Ship materials

### ***DURING***

- Set up a booth so prospective applicants can easily view and collect materials about your organization's job opportunities and make sure agency representatives stand in front of or next to the booths. Avoid standing behind the booth because it becomes a barrier between you and your prospective applicants
  
- Walk around and communicate with agency participants to ensure any issues are handled promptly

## **AFTER**

- Send thank you emails to prospective applicants you met at the event and direct them to your career website to learn more about opportunities at your agency or to USAJOBS.gov to apply
  
- Send thank you emails to all agency participants and solicit feedback and "lessons learned"
  
- Analyze results
  - Review résumés collected and determine whether or not they meet recruiting goals
  - Determine number of job offers given by your agency and by other agencies
  - Review all costs
  - Compile information from all feedback forms
  - Create a "lessons learned" summary
  - Compile a report