



# Job Fair Planning



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## Make a Plan

Identify your target audience (job seekers, specific industries, specific skill-sets, college and/or high school interns)?

Define your objectives - which positions are you hiring, are there potential partners you want to connect for networking, are you building brand awareness)?

Define your budget, marketing channels, event staff, and logistics



## Create a Budget

Venue rental, equipment, technology needs

Advertising (social media, PPC search ads, billboards, local news outlets, online job boards)

Event staffing/partnership/sponsorship opportunities

Marketing materials, giveaways, booth merchandise, portable/lightweight pop-ups



## Encourage Pre-Registration

Capture job seeker data ahead of time to assist with planning

Send reminders about upcoming event



## Share Your Event

Partner with local colleges, high schools, economic development authorities and chambers of commerce

Reach out to employment commissions, career centers, and adult education centers

Use social media platforms and local news outlets to share event details

Send personalized invitations or email newsletters to your subscribers and past attendees

Drop off printed material to local libraries, community organizations, churches, and schools



## Create Incentives & Make it Fun

Finalize incentives such as giveaways, swag bags, or raffle prizes for attendees

Determine extras such as music, interactive booths, technology needs, and photo opportunities

Matern Staffing has over 55 years' experience connecting job seekers to top local companies. Contact us today!





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## Digitize the Check-In Process

Have a digital check-in system to streamline the event and capture information efficiently

Incorporate QR codes on marketing flyers and giveaways to track the effectiveness



## Make a Day-Of Plan

Check the weather and bring pop-up tents for outdoor events. For indoor events, protect your materials during the walk from the car to the building

Arrive early to confirm your booth location and setup instructions with event or venue staff

Gather all display materials the day before, including signage, banners, business cards, flyers, and brochures. Pack all miscellaneous items like pens, notebooks, and giveaways

Bring extra supplies such as extension cords, surge protectors, tape, scissors, and zip ties

Test technology beforehand and bring backups (e.g., extra chargers or portable batteries)

Verify the timing, parking, and any amenities like Wi-Fi access

Be flexible and ready to adapt when unexpected situations arise



## Analyze the Metrics

Gather attendance numbers, employer and candidate feedback, interviews conducted, hires made, and resumes collected

Immediately survey staff members for feedback on how the event went

Fill out the Request Talent form to discover how our staffing services can help you find the right talent!



NOTES :



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