Drive Through Career Fair Playbook

Goal:

- Share information from hiring employers with job seekers

One-Two Months Before Event

Logistics

- Secure location with drive-up space for multiple cars. We used an ATM drive up in a large shopping mall parking lot and distributed bags from both sides.
- Communicate with police/law enforcement in case the event causes traffic to back up
- Secure 8-10 volunteers to stuff flyers in bags and to staff event
- Contact employers to ask for flyers (one page, half page, business card sized ok) & donated bags with info on open jobs and how to apply. Ask for these two weeks before your event to be delivered to a central location/your team picks up.

Pre-Event Marketing

- Contact media to increase interest from job seekers
  - Boosted Facebook posts resulted in 25,000 people reached
  - Newspaper and local TV
  - Our FM radio stations donated a 15 second PSA that ran for two weeks before the event
  - Mayor shared about the event during her daily coronavirus briefings
- Contact partners to increase interest from job seekers
  - Shared posters and employers with nonprofit networks (Homeless, New Americans, Reentry)
  - Chamber of Commerce shared with its 1,700 members

See other side for a list of participating employers!
Two Weeks Before Event

- Check in with location and make sure the space is still available
- Once you have all of your employer flyers, set a time for volunteers to stuff the bags. This will take time!
- Remind employers that have provided info that the event is upcoming
- Remind nonprofit partners consistently (weekly) about event
- Constantly update social media (Facebook, LinkedIn, NextDoor, others) with info about the Fair, time, date, name employers
- Order signs (if needed)
- Invite media to attend event

Day of Event

- Arrive 30-45 minutes early to set up
- Bring gloves and masks for all volunteers
- Assign people to hand out bags, wave people into the designated area, and to be on the street with ‘Job Fair this way’ signs
- Provide bottled water to volunteers
- Complete media interviews
- We only gave one bag per car even if people asked for more
- We ran out of bags at the end and directed people to the website where we have a PDF with all the scanned info. https://www.lcoc.com/coronavirus-resources --> Job Postings
- We did not track attendance. We did put a flyer (below) that asked people that apply for jobs to say where they heard about the event.
- We will follow up with employers two weeks, one month, and 1.5 months after the event

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Here’s what you need to know:

All of the businesses are hiring in this bag!

If you apply for jobs, please list “Drive-Through Career Fair” in your application.

american job center

Need some help updating your resume or applying for jobs? The American Job Center can help. Turn the page over for more info!

Looking for resources? Use the myLNK app (Android and Apple) or https://mylnk.app/home to find info on assistance, early childhood education, hotlines, and more!