

Job Fairs: Recruiting Eligible Employers Across All Sectors





Program

To increase the quantity and quality of employer participation in a large-scale, all-industry job fair, a Local Workforce Development Board (WDB) wanted to target healthy and growing businesses for recruitment outreach.



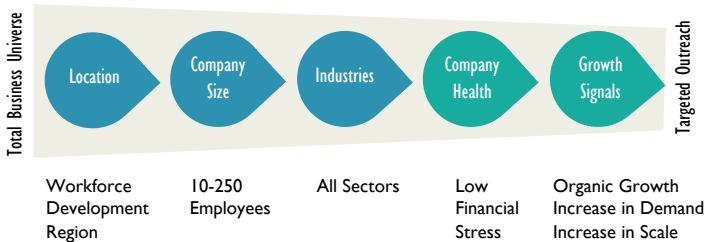
Challenge

How to identify “high value” businesses that meet the WDB requirements of financial stability AND in a current growth trend – to solicit for job fair participation.



Solution

EconoVue first conducted a comprehensive search across region, size, and industry, then quickly narrowed the search by financial condition and growth indicators.





Results

Of the 66,505 total businesses in the workforce region, 696 eligible employers were identified for outreach

- 62 employers participated in the job fair (a 9% conversion rate!)
- 75% of the employers did live interviews at the job fair
- 25% made a new hire directly from the event



Bottom Line

EconoVue's intuitive data visualization platform pinpoints eligible local businesses within specific sectors that are healthy, growing, and hiring in seconds so WDBs can recruit them for upcoming job fairs, enabling hiring success.

