

A Strategic Approach to Recurring Job Fair Business Recruitment





Program

A Local Workforce Development Board (WDB) wanted to pivot from its weekly business outreach to a strategic approach to hosting bi-monthly job fairs to connect businesses seeking to hire skilled workers and job seekers looking to be hired by financially sound businesses.



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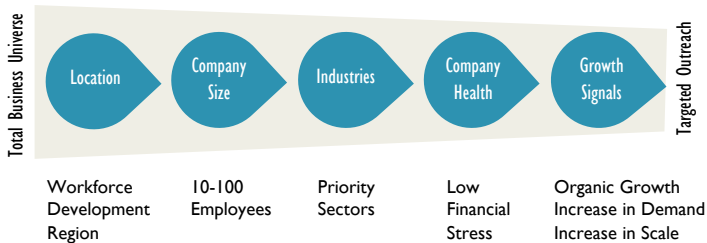
Challenge

To build a continual recruitment pipeline of qualified local employers in their workforce area: established and new businesses that meet the target criteria of financial stability and growth requirements in priority industries.



Solution

EconoVue created a repeatable search profile across region, size, and industry and then refined the search by financial stability and key growth indicators.





Results

Of the ~17,000 total businesses in the workforce region, 334 employers met the eligibility requirements.

- The goal of each event was at least 40 participating businesses and 350+ attendees.
- More than 60 employers participated in each of the job fairs (150% of the goal), with attendance exceeding expectations.
- 80% of the employers did live interviews at the job fair.
- 105 job placements to date



Bottom Line

EconoVue enabled the WDB to quickly eliminate the 98% of businesses that did NOT qualify for the targeted job fairs, enabling the WDB staff to concentrate on the most eligible 2% with great focus and efficiency.