

— JOBS717 —

VIRTUAL JOB FAIR

Jan. 15 - 31, 2022

— JOBS610 —

VIRTUAL JOB FAIR

Feb. 14 - 28, 2022



Virtual Job Fair

A virtual job fair brings companies and jobseekers together in an online environment. The event targets employees in transition, those actively seeking a career change, and those who may consider a change for the right opportunity.

Anyone can attend anywhere, at their convenience. Candidates visit your “booth” to learn about you and upload resumes directly to your career page.

The primary target audience is men and women actively pursuing career opportunities. Attendees are looking for all types of careers, including administrative/clerical, banking, computer tech/IT, construction, delivery, engineering, entertainment, financial services, food/beverage, laborer, management, manufacturing, medical services, retail, sales, transportation, warehouse, and more.

Why Jobseekers Attend

- Ability to connect conveniently with multiple employers
- Online venue removes in-person obstacles from connecting efficiently with employers
- Opportunity to communicate with employers through private chats and Zoom
- A more individual experience for persons looking for new opportunities
- Persons with disability can conveniently attend

Why Employers Participate

- Communicate the way many employees do — online
- Manage and target your message
- Can lead to a larger pool of candidates
- Engage with employees from a variety of disciplines
- Connect with qualified candidates without the direct costs of travel
- Capture data about the applicants, ensuring easier follow-up after the event
- Email potential candidates to personally discuss opportunities



Employer Receives

- Landing page (virtual booth) – created by OLP Events’ team
- Targeted digital message to job seekers
- Company description
- Photos and/or videos provided by employers
- Up to five open positions listed on the landing page
- A link to the career page on your website

OLP Events’ Marketing Strategy

- AI job-search technology
- Custom website
- Email marketing
- Ads on job boards
- Social media promotion
- Print advertising announcements
- Press releases
- Trade/professional website advertising



Virtual Job Fair Booth – \$695

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