

VIRTUAL JOB FAIRS MAKE **CONNECTING EASY**

- **Expanded Reach:** job candidates can visit your booth from virtually anywhere, making it easier to connect with a diverse pool of talent.
- **Cost-Effective:** no material or transportation costs.
- **Increased Efficiency:** use technology to pre-screen candidates and schedule interviews
- **Real-Time Interaction:** meet with job seekers in real-time through chat and video calls.
- **Brand Exposure:** tell your organization's story through videos, photos, and presentations to help job seekers learn more about the company and culture.
- **Data Analytics:** valuable data analytics are tracked to measure the effectiveness of recruiting efforts.
- **Accessible Anytime:** available 24/7, which is beneficial for job seekers who may have busy schedules or live in different time zones.



WHY SHOULD EMPLOYERS PARTICIPATE IN THE VIRTUAL BIPOC ATLANTIC JOB FAIR?

- Position yourself as an employer of choice who values a diverse culture.
- Share information on the company, culture, career paths and more to attract the best candidates.
- Highlight current vacancies.
- Generate a strong candidate pipeline by accepting job applications from a wider audience.
- Shortlist relevant job seekers ahead of the event and invite them for chat sessions.
- Host a webinar session to answer questions live and attract top talent.
- Chat and interact with job seekers live.