

## SOUTH HURON JOB FAIR



South Huron manufacturers and other businesses cite employee recruitment and retention as one of the main barriers to business development and growth. A Job Fair allowing employers and job seekers to explore mutually beneficial conversations can lead to new hires, increased knowledge of what job seekers are looking for and other issues related to attracting qualified candidates.

The Job Fair fee is \$100 (SHCC Member) \$ 150 (non-member) and allows employers to share the cost of promotion and organizing time with other businesses. Job seekers, both those without employment or those looking for a change, see the job fair as a good opportunity to discover employment in the region, within their particular expertise and in previously unexplored sectors.

First held in 2016, the South Huron Job Fair is a project of the South Huron Chamber of Commerce in partnership with Conestoga Career Services, the Centre for Employment and Learning, Municipality of South Huron and the County of Huron.

### In 2016 & 2017:

- 250-300 job seekers arrived eager to connect – well dressed, with resumes in hand
- Job seekers came from a 30km radius and beyond including St. Marys, Parkhill, Bayfield, Strathroy, Seaforth, Grand Bend, Goderich and London. St. Thomas and Woodstock
- Employers deemed entry fee as “best value” and “more and better leads” than at higher priced events
- Both job fairs resulted in successful hires and more in the 6 months following

### Make the Most of a Job Fair:

#### Booth

- Use your space – if it’s a table or a 10x10 booth fill your space with useful information highlighting your company and the benefits of working there!
- Appealing graphics, company-based giveaways (pens, pads, etc.)
- Demonstrations to attract interest where applicable

#### Resources

- Company profile, values and benefits
- Job opportunities – immediate and up to 6 months in the future
- Outline internship and apprenticeship positions
- Business cards

#### The Experience

- Make each interaction positive – qualified applicants may surprise you and/or they may become clients or customers in the future.
- Stand rather than sit – don’t leave your booth unmanned.
- Engage in the fair and leave other business concerns at the office.

### New in 2018 ...

- Larger location
- Concentrated workforce development plan
- Job Seeker Coaching – tips on making the most of Job Fair attendance
- Promotion targeted to students to fill summer job needs
- Huron County Jobs Facebook page