

El Paso/Teller Counties' VJF Best Practices

1. My Marketing campaign consists of personally calling each employer first to explain the Virtual Information Session then sending a follow-up email.
2. The follow-up e-mail is distributed to employers to gather information from employers on the Virtual Job Fair Information Session. Below is an example of the e-mail that is sent:

Did you know that Virtual Information Sessions are efficient, versatile, worldwide and allow employers to reach additional passive job seekers?

Pikes Peak Workforce Center is implementing its first Virtual Information Session. The session will be available 24 hours 7 days a week for the week prior to the job fair (Monday, April 8 – Monday, April 15). The following information is needed from you by this Friday, March 22 for our Virtual Information Session:

- Company logo in .jpg or .gif format;
- 1-2 paragraph company summary that would, also, express your hiring needs;
- Company URL to your website hiring page;
- If you would like and have readily available, a PowerPoint or MP4 formatted video to showcase your company.

The benefits of participating in the Virtual Information Session include:

- The opportunity to brand your company and your job openings;
- You will be given a list of candidates who visited your virtual page two days prior to the job fair;
- You can match those candidates who visited your virtual page with those who actually applied. The Spring Job Fair provides the opportunity to physically meet and/or interview the candidates in whom you are interested;
- There is no time commitment from you or your company - you do not have to be present during the Virtual Information Session;
- Job seekers will have the chance to review and research your company and be more prepared at the job fair, allowing you more time to assess their skills during the job fair;
- Plus, there is no additional cost!