

PRESS RELEASE

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FIRST VIRTUAL JOB FAIR OFFERED BY STATE LABOR DEPARTMENT A GREAT SUCCESS

Online event attracts more than 500 job seekers and sets the online stage for more such recruiting events

(DENVER) -- The Colorado Department of Labor and Employment is calling its first Virtual Job Fair a great success. “This event exceeded our expectations,” says Executive Director Ellen Golombek. “Attendance was easy and convenient for the participating job seekers and employers and it was a cost effective outreach effort for us.”

During two days in mid-September, 540 participants logged in to the Pueblo Virtual Job Fair and accessed information on call center jobs available at AT&T, Convergys, Express Scripts and IQOR. Organized by the Pueblo Workforce Center, the event was also a content rich environment, allowing job seekers to attend employer presentations, résumé building workshops, and numerous other online training sessions to help them find and obtain jobs. Veterans were given an opportunity to join the Virtual Job Fair earlier than other job seekers.

“We’ve produced hiring events for many years,” Golombek says, “but this event was our first online job fair. Our staff created a high impact medium that felt like the real thing – without requiring job seekers to travel far to attend.”

She says that with the success of this pilot, more Virtual Job Fairs will be planned. “We will be launching similar online events in the year ahead. Virtual Job Fairs can be run statewide or customized for specific communities. We can offer a large and diverse list of employers or target certain occupations and bring in only a small number of employers as we did with this first one. It has a lot of potential.”

The online Job Fair was developed by the Department of Labor and Employment's Special Projects Unit which focuses on education and training services for Colorado businesses and job seekers. The Special Projects Unit offers on-the-job-training, internships, services to businesses, veterans, youth, and clients with obstacles to employment. The unit also provides many employer/job seeker services through the <http://www.ConnectingColorado.com> website and education and training services through the www.e-Colorado.org web portal.