

# Virtual Job Fair Advertising Opportunities Benefits and Ideas

Russ Gillespie, Classified Advertising Director  
Chris Fauser, Employment Coordinator

[rgillespie@lnpnews.com](mailto:rgillespie@lnpnews.com)

[cfauser@lnpnews.com](mailto:cfauser@lnpnews.com)



Lanc The Williamsport Journal / LANCASTER NEWSPAPER • SUNDAY NEWS • Lancaster

## Intro to LancasterOnline.com's



- LancJobs.com was launched in Jan. 2009 with a New Career Platform powered by Adicio Inc.
- Site growth exceeded our goal by 200%
- Average Monthly Stats:
  - Pageviews – 390,000 with a **high peak of 487,000** Aug '09
  - Unique Visitors – 40,000 with a **high peak of 43,000** Aug '09
  - JobSearches – 204,000 with a **high peak of 262,000** Aug '09
  - Resumes - 633 – Total 5,221 in 2009
- New:
  - Creation of Resume Database, Candidate Profiles
  - Generated Revenue with Job Posting Upsells
  - Online Internet Advertising
  - Online Virtual Job Fair – 1st endeavor to utilize one of Adicio's products

## Benefits of a Virtual Job Fair – Generates **New Revenue,** **New Business**

- Opportunity to expand your employer solutions
- Sell sponsorship packages
- Introduce new features & up sell after VJF
- Increases Site value, Creates exclusivity
- Gain passive employers with competitive, creative packages
- Effectively drives traffic with proven results

## Launching a Virtual Job Fair

### •Step 1: **Strategy**

- Create VJF as an **Event** › **Key Concept** to Success of VJF
- Research local Job sectors to determine appropriate “Theme” for a successful VJF
  - Guarantees inventory of job postings and attracts candidates
  - Acquire key employers by offering incentive package deals
  - Plan advertising campaign to promote employers and acquire pre-registrants
  - Establish timeline to plan for marketing, pre-registration, live event, post event business



- **Step 4: Setup of VJF**

- **Details** of Project reviewed:  
Date, Duration, Pricing  
Sales Contacts  
Promotions
- Complete Pre-Launch **Checklist**
- Create **Customer** support system



careers



### Virtual Job Fair Presentation for LancJobs

Courtesy of:

Amy Horne • Media Account Executive • [ahorne@adicio.com](mailto:ahorne@adicio.com) 760-692-4129

# Demo Site

**Adicio 2008 HEALTHCARE VIRTUAL JOB FAIR**  
 Wednesday, September 15th 2008 10AM - 3PM / The W Hotel Downtown San Diego, CA

Get ready to jump-start your career. Don't miss this opportunity to meet face to face with top recruiters representing many of the largest companies in the Health Care industry.

**adicio**  
 POWERING MEDIA COMPANIES

- Post your resume to pre-register for this free event and get your resume in front of the eyes of dozens of employers.
- Provide your skills and qualifications and let employers find you!
- Research hiring companies.

Bring several copies of your resume and be prepared to interview with the employers of your choice.

**Are you a Job Seeker?**  
 Pre-Register for the event by posting a resume. Employers will have access to contact you before and after the event. [Register for FREE](#)

**Are you an Employer?**  
 Participate as an exhibitor and gain access to hundreds of qualified candidates and promote your company brand. [Get Started Today!](#)

**Presenting Sponsors**

**Interactive Fair**  
 View the Adicio Health Care Job Fair video to learn more about this exciting event.

**LancJobs.com** **Healthcare Virtual Job Fair**  
 September 28th through October 12

[Job Fair Home](#) [Employer Login](#)

The Healthcare Virtual Job Fair has ended. For HEALTH CARE job openings, click onto LancJobs.com and select Healthcare in the Job Categories.

**Sponsored by:**

[Home](#) | [News](#) | [Sports](#) | [Business](#) | [Prenatal/Infant](#) | [Travel](#) | [Options](#) | [Specials](#) | [Classifieds](#) | [Jobs](#) | [Contact Us](#)

[Terms of Service](#) | [Contact Us](#) | [Ephrata Reviewer](#) | [Littiz Record](#) | [Lancaster Farming](#)

**Lancaster**  
 Copyright 2004-2008

## Job Fair Product Overview

### Complete Virtual Job Fair Site includes:

- VJF landing page (widgets available for featured exhibitor, job search, etc.)
- Job Seeker landing page & tools: Job Seekers have complete virtual experience where they can research companies, search jobs, create alerts, apply and manage jobs, and make their information available for exhibitors to search
- Exhibitor landing page & tools: Exhibitors have the opportunity to market their company with profiles and sponsorship logos, advertise available positions with Job Manager, search, pre-screen and manage candidates, and view response reports
- Media Kit with ecommerce and custom products
- Detailed reporting for website and employers
- Dedicated Job Fair Database
- Custom Email Blasts for Job Seeker and Exhibitor

## Company Profile – Company Details

- Enhanced Exhibitor Profile provides additional company information including videos

The screenshot displays the 'Sharp HealthCare' company profile page. At the top, it features the company logo 'Sharp HealthCare An Innovative Workspace' and 'SHARP'. Below the logo are navigation tabs for 'Company Details', 'Current Job Openings', 'Benefits', and 'Contact Us'. The main content area is titled 'Sharp HealthCare Company Details' and contains several paragraphs of placeholder text (Lorem Ipsum) and a video player showing a person working at a computer. At the bottom, there is a table of key statistics:

Staffing / Recruiting Agency: No	Annual Sales: \$1,254,957.88
Company Industry: Health Care / Social Assistance	% of Sales Change: 23%
Company Type: Corporation	Line of Business: Hospitals, Physicians, Dwellness
Number of Employees: More than 100	Website: <a href="http://www.sharp.com">http://www.sharp.com</a>
Stock Exchange: Yes	Company Info Page: <a href="http://www.sharp.com/about">http://www.sharp.com/about</a>
Stock Symbol: SHRP	Financials / Financials Power: <a href="#">View more company info</a>

## Live Chat

### Adicio Inc. Virtual Job Fair Live Chat

[Close Chat](#)

#### Welcome to Adicio Inc. Virtual Job Fair Live Chat

Operators are on duty and standing by. To begin please state a topic you would like to start off with. As conversation begins we can address any other questions or inquiries you might have in regards to our company or positions available at Adicio Inc. We look forward to hearing from you.

By clicking, I agree with the Terms and Conditions.

Please state a topic for this discussion

[Send Chat Request](#)



**The employer will choose a seeker from the queue/lobby to speak with. Multiple employers can manage one queue.**

### Adicio Inc. Virtual Job Fair Live Chat

[Close Chat](#)

Status	Online	Name	Topic
	1:04	Eric Roodenburg	I was wondering if you were hiring for ...
	2:34	Craig Godfrey	How many people work on your ...
	1:04	Eric Roodenburg	I was wondering if you were hiring for ...
	1:04	Mike Ness	I was wondering if you were hiring for ...
	1:04	Mike Ness	I was wondering if you were hiring for ...
	1:04	Mike Ness	I was wondering if you were hiring for ...
	1:04	Mike Ness	I was wondering if you were hiring for ...
	1:04	Mike Ness	I was wondering if you were hiring for ...
	1:04	Mike Ness	I was wondering if you were hiring for ...
	1:04	Mike Ness	I was wondering if you were hiring for ...
	1:04	Mike Ness	I was wondering if you were hiring for ...

**The employer will continue the conversation.  
Employers can view chat history at any time**

**Adicio Inc. Virtual Job Fair Live Chat** [Close Chat](#)

**12:55 Adicio Inc.**  
Ad tego tincidunt regula, vero, adsum, capto, quod. Minim transverbero iustum et utinam probo transverbero sed velit abdo. Exerci singularis vulputate natu mauris acsi volutpat quae nutus camur singularis luctus.

**12:56 Eric Roodenburg**  
Consequat dolor, roto saepius nutus qui quae eu gemino enim magna demoveo illum vindico hos. Tum nostrud eros ulcisor luctus, suscipit luptatum. Appellatio, meus vel ut illum vicis erat reprobato modo melior vel. Ne tincidunt, suscipit pertineo paulatim saluto exputo refoveo minim in.

**12:55 Adicio Inc.**  
Ad tego tincidunt regula, vero, adsum, capto, quod. Minim transverbero iustum et utinam probo transverbero sed velit abdo. Exerci singularis vulputate natu mauris acsi volutpat quae nutus camur singularis luctus.

**12:56 Eric Roodenburg**  
Consequat dolor, roto saepius nutus qui quae eu gemino

**Topic**  
I noticed that your company has a position open for a developer on the User Interface Team. How many people are currently on that team and what is the normal development standard for your team? Open Source usng PHP / Apache and is hand coding a standard?

Enter your message here to start chat [Send](#)

## Benefits of Adicio's VJF

- New revenue stream – attract new clients
- Easy use for the job seeker and employer
- Adicio offers a consolidated candidate database once the job fair has ended with auto account creation & cross-posting of resume with opt-in, and resume de-duping with scanned resumes
- Jobs can be easily posted via wraps or posts
- Comprehensive reporting including: search analysis, response report, traffic report, and product sales report
- Single vendor, site administration & support

## **Results** of our Successful Healthcare Virtual Job Fair – Fall 2009 2 weeks – Sept 28 to Oct 12

- 12 Employers with 1 Unique Sponsor, Education Dynamics
- 106 Job Postings (5,569 Job Searches)
- 701 Registrants
- 684 Resumes
- 74,127 Pageviews (Opening Day – 14,064)
- 2,997 Unique Visitors

**Total Revenue = \$5,189**  
**Lancaster Newspapers total circulation = 80,000+**

### Below is LancJobs' 2010 VJF Calendar

- **March VJF** – Optimizing Spring Fever
- **June VJF** – Graduation Job Surge
- **Fall VJF** – Healthcare Repeat

*Lancaster Newspapers credits the success of LancJobs to Adicio's innovative software solutions, their outstanding customer support system and our exceptional Classi-Team!*