

Reverse Job Fair

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What is the New Jersey Self- Advocacy Project (NJSAP)

WHAT IS NJSAP?

-NJSAP has been a Division-funded program of The Arc of New Jersey since 1983

-NJSAP supports the state's largest network of individual self-advocates and self-advocacy groups

-NJSAP provides comprehensive training and resources to self-advocates, Direct Support Professionals, and agency personnel



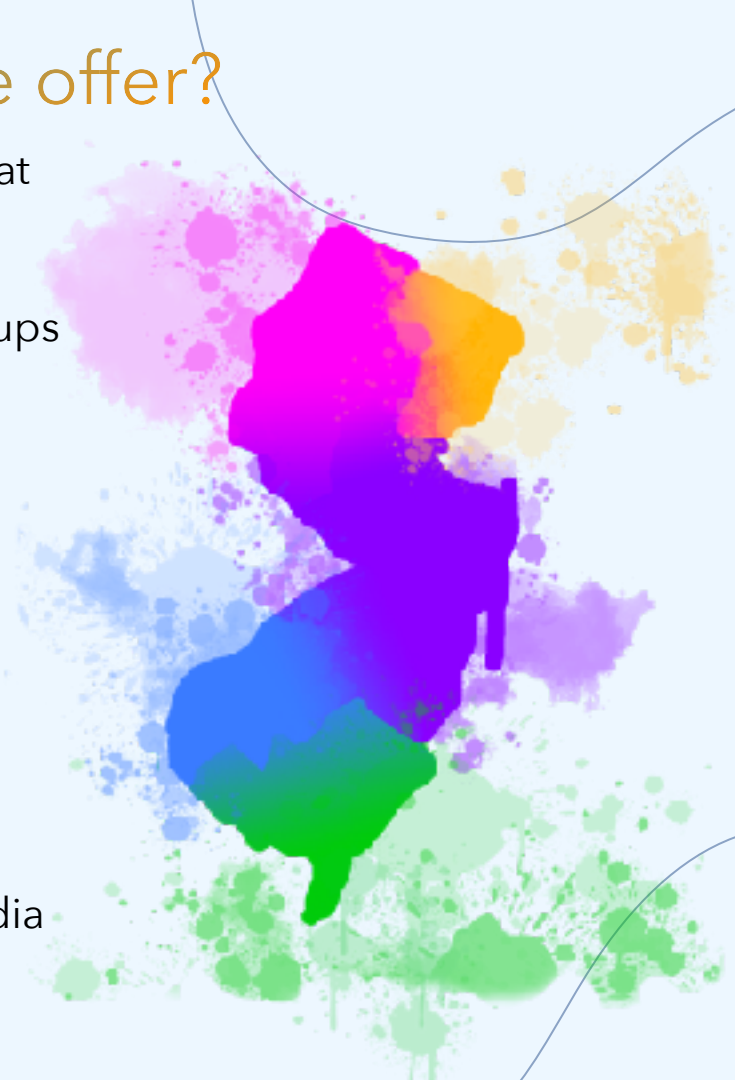
Meet Our Team

- **Erin Smithers, Director**
- **Frankie Bayak, Media and Communications Coordinator**
- **Bianca Najera, Training and Technical Assistance Coordinator**



What Services do we offer?

- ▶ We connect advocates to other services and programs that are available to them.
- ▶ We advise 5 Councils that span the state of NJ, these groups are a part of the New Jersey Statewide Self-Advocacy Network (NJSSAN).
- ▶ We provide free trainings on many topics for people with IDD and staff members.
- ▶ Through a grant provided by The Horizon Foundation for New Jersey we provide programming for individuals with IDD to learn how to live a healthier lifestyle.
- ▶ We provide daily self-advocacy content on our social media accounts.



What Services do we offer?

- ▶ We hold our NJSSAN Spring Luncheon in March/April.
- ▶ We hold our NJSSAN Fall Conference in September/October.
- ▶ We have a Governmental Affairs Ambassador Program (GAAP) to connect advocates with governmental decisions and changes.
- ▶ We work with advocates to testify before the Senate and Assembly on issues that will affect them.
- ▶ We also work with other agencies and Chapter of The Arc to help support their agenda and goals.



Reverse Job Fair



What is a Reverse Job Fair?

An event where job seekers set up booths to present their skills, experience, and projects, while employers circulate to find suitable candidates.

Difference from Traditional Job Fairs

Traditional: Employers set up booths, job seekers visit.
Reverse: Job seekers set up booths, employers visit.

Overview

- Concept and Benefits
- Preparation Tips
- Successful Examples
- Organizing and Marketing
- Technology and Best Practices
- Challenges and Solutions
- Measuring Success and Future Trends

Concept of Reverse Job Fair

A job fair where job seekers are the exhibitors.

- How it Works:
 - Job seekers create booths to showcase their work.
 - Employers walk around to interact with candidates.



Benefits for Job Seekers

Showcase Skills and Projects:

- Demonstrate abilities through projects and portfolios.

Direct Interaction:

- Engage with multiple employers in one setting.

Tailored- Presentations:

- Customize booths to emphasize specific strengths.

Increased Visibility:

- Stand out in a crowded job market.

Networking Opportunities:

- Build connections with industry professionals.



Benefits for Employers

Efficient Talent Scouting:

- Meet a large number of candidates in one setting.

Direct Interaction:

- Engage with job seekers in a more informal setting.

Insight into Candidates:

- Observe candidates' skills and creativity.

Personality Assessment:

- Gauge candidates' passion and personality.



Preparation for Job Seekers

Creating an Engaging Booth:

- Use visual aids like posters, infographics, and photos.
- Display a portfolio of work, including projects, resumes, and business cards.

Professional Appearance:

- Dress appropriately to make a good impression.

Networking Strategies:

- Practice networking skills, prepare questions for employers.



Elevator Pitch

A brief way to professionally introduce yourself.

The Four-Step Elevator Pitch

1 Start by introducing yourself

"Hi, my name is Sara.
It's so nice to meet you!"

2 Provide a summary of what you do

"I'm a PR manager, specializing in
overseeing successful initiative
launches from beginning to end."

3 Explain what you want

"I find the work your PR team does to
be innovating and refreshing — I'd love
the opportunity to put my expertise to
work for your company."

4 Finish with a call to action

"Would you mind if I set up a quick
call next week for us to talk about any
upcoming opportunities on your team?"

Job Title: Executive Assistant

“Hi, my name is Mark Smith. It's nice to meet you! After graduating with my Bachelor's degree in Business Administration, I've spent the last three years building professional experience as an Executive Assistant. I've successfully managed end-to-end event coordination and have generated a strong professional network for my colleagues. I was excited to learn about this opportunity in the sports management space. I would love the opportunity to bring my project management and leadership abilities to this position.”

1. Introduce yourself
2. Summary of what you do
3. Explain what you want
4. Call to action

Job Title: Graphic Designer

“Hi, I'm Molly Smith, so nice to meet you! I'm a Graphic Designer at ABC Inc., where I'm passionate about creating beautiful, intuitive designs for a variety of marketing collateral for our top-tier clients. Before that, I got my Master's in graphic design. I'm looking for experiences to learn more about career paths and ways to grow into assuming an Art Director role in the next few years. Your work with the XYZ brand has inspired the ways I think about design. I would love to talk more about a potential mentorship with you if that's something you have time for and would be interested in.”

Preparation for Employers

Identifying Key Skills:

- Determine the specific skills and positions needed.

Preparing Questions:

- Develop questions to assess candidates.

Visit Strategy:

- Plan which booths to visit and your time accordingly.

Engagement Techniques:

- Approach candidates in a friendly, open manner.



Successful Examples



Organizing a Reverse Job Fair

Venue Selection:

- Choose a location with sufficient space and facilities.

Scheduling and Timelines:

- Set a date
- Plan the timeline for promotions, registrations, and setup.

Marketing and Promotion:

- Use various channels to attract participants.

Essential Logistics:

- Booth Setup: Arrange booths for job seekers.
- Registration Process: Manage registrations for both job seekers and employers.

On-the-Day Coordination:

- Ensure smooth execution
- Manage crowd flow.



Marketing and Promotion

Attracting Job Seekers:

- Social Media Campaigns: Utilize platforms like LinkedIn, Twitter, Facebook.

Partnerships: Collaborate with universities, training centers.

Attracting Employers:

- Direct Outreach: Contact potential employers directly.
- Industry-Specific Promotions: Use industry newsletters, forums.



Technology and Tools

Digital Platforms:

- Use platforms like Eventbrite or Google Forms for registration.
- Promote on social media and job boards.

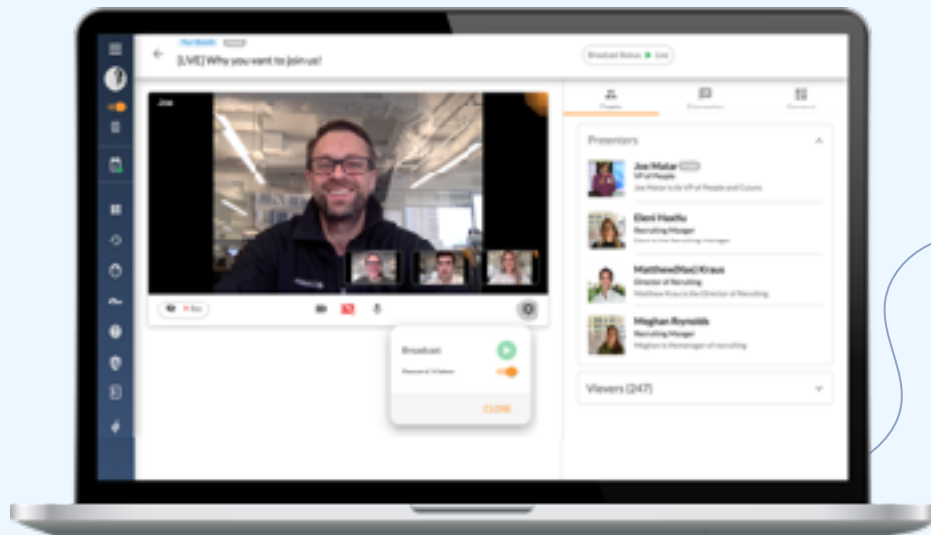
Virtual Reverse Job Fairs:

- Benefits: Wider reach, cost-effective, include employers/job seekers who may not be able to attend in person, and avoid transportation issues
- Challenges: Requires technology, managing virtual interactions.

Tools:

- Interactive Booths: Use chat, video call features.
- Networking Apps: Facilitate connections through dedicated apps.





Best Practices for Job Seekers

Impactful Booths:

- Use clear, professional visuals.
- Display work samples.

Effective Communication:

- Be concise, confident, and articulate.
- Tailor your pitch to consider different employers.

Follow-Up Techniques:

- Collect business cards.
- Send thank-you emails post-event.



Best Practices for Employers

Maximize Interaction:

- Plan sufficient time for each candidate.
- Take notes on interactions.

Evaluating Candidates:

- Use structured evaluation criteria.
- Assess both technical skills and cultural fit.

Follow-Up Strategies:

- Contact promising candidates quickly.
- Schedule follow-up interviews.



Challenges and Solutions

Potential Challenges:

- Logistical Issues: Venue, setup, crowd management.
- Engagement Levels: Keeping participants engaged.

Solutions:

- Planning and Coordination: Detailed planning, clear roles.
- Training and Orientation: Pre-event training for job seekers and employers.



Measuring Success

Job Seekers:

- Number of connections made.
- Number of interviews scheduled.

Employers:

- Number of potential hires identified.



Feedback and Improvement

Collecting Feedback:

- Use surveys and questionnaires post-event.

Analyzing Feedback:

- Identify common themes and areas for improvement.

Implementing Changes:

- Adjust future events based on feedback.





Julie Barron
JSU Reverse Career Fair Student!

QUESTIONS OR COMMENTS

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- ▶ NJSAP Website: <http://www.njselfadvocacyproject.org>

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