

Recruiting Businesses for a Virtual Job Fair with Alcoa-Intalco Workers



The Northwest Workforce Council (NWC) is hosting an opportunity for businesses looking for workers. Specifically, we are recruiting employers to participate in a virtual job fair for workers who were formerly employed by Alcoa / Intalco Works.

Virtual job fair for Alcoa Intalco Works employees
September 16, 2020
10am – 2pm

The restrictions imposed in response to COVID-19 have made it difficult to connect the unprecedented number of unemployed individuals with the employers who have jobs available. To address this, NWC, in partnership with the Washington State Employment Security Department (ESD), is sponsoring an online event for the approximately 700 workers at the Alcoa-Intalco works who will lose their jobs as the result of curtailment.

What is a Virtual Job Fair?

[Brazen Technology](#) will be providing the virtual job fair (VJF) software platform. Brazen is a “conversational recruitment platform” that allows recruiters to connect with multiple job seekers and conduct initial conversations using familiar instant messaging chat technology. It is an opportunity for employers to identify and screen candidates who they may schedule for more formal interviews.

Virtual job fairs that have been conducted to date in Washington State and have led to better than expected outcomes for both employers and job seekers. In addition to identifying a larger than expected number of next step interviews with skilled candidates, employers have also been able to identify a large pipeline of candidates for future positions.

If you are interested in participating in this event or would like to ask questions, please don't hesitate to call.

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Frequently Asked Questions about Virtual Job Fairs (VJFs)

1. How does it work?

- a. Participating employers will work with NWC staff to set up their “virtual booth” at the event. This will require general information about the company, a list of the available jobs, and any other relevant information that would typically be made available at a job fair. Employers will be able to screen candidates in advance, and will have the ability to live text chat with candidates during the event. As soon as a job seeker enters your virtual booth, you will receive the information the job seeker submitted as part of their registration, such as their resume. At the end of the event, each employer will receive complete transcripts of each chat they had with job seekers as well as their resumes (if they uploaded one) for follow up.

2. How much time will employers invest in this event?

- a. Preparation in advance of the event depends on the number of positions the employer has. After registering to participate, employers will be sent a link to training resources and technical support developed for first time participants. [Booth Owner Training Video](#) + [Guide](#)

3. How much does it cost to participate?

- a. There is no cost to participate in this pilot VJF.

4. How do job seekers apply and how many job seekers do you anticipate will participate?

- a. Job seekers register from a virtual job fair landing page (URL) and must register in advance to participate. During registration, they will be able to upload their resumes and answer a few questions up front.

Here are some additional materials for you to watch/review to get a better feel for how an actual VJF works:

- [Video demo of Brazen virtual job fair platform](#)
- [Everything you need to know about Virtual Events](#)