

*Virtual*  
**CAREER FAIR**

*Pennsylvania  
Conference  
for Women*

*2021  
Participant  
Survey and  
Registration  
Overview*

# Helping Women Get Back to Work

The Pennsylvania Conference for Women hosted an inaugural FREE Virtual Career Fair on the day before this year's Conference to help women get back to work amid the pandemic's disproportionate impact on the female workforce.

The event was promoted through our media and community partners and exceeded expectations in every way, with almost 800 registered attendees and enthusiastic engagement between hiring employers and job seekers throughout the afternoon.

## Key Metrics

**791**

Total number of registrants

**~250**

Total number of unique attendees

Participants were informed during registration that all resumes would be proactively shared with employers

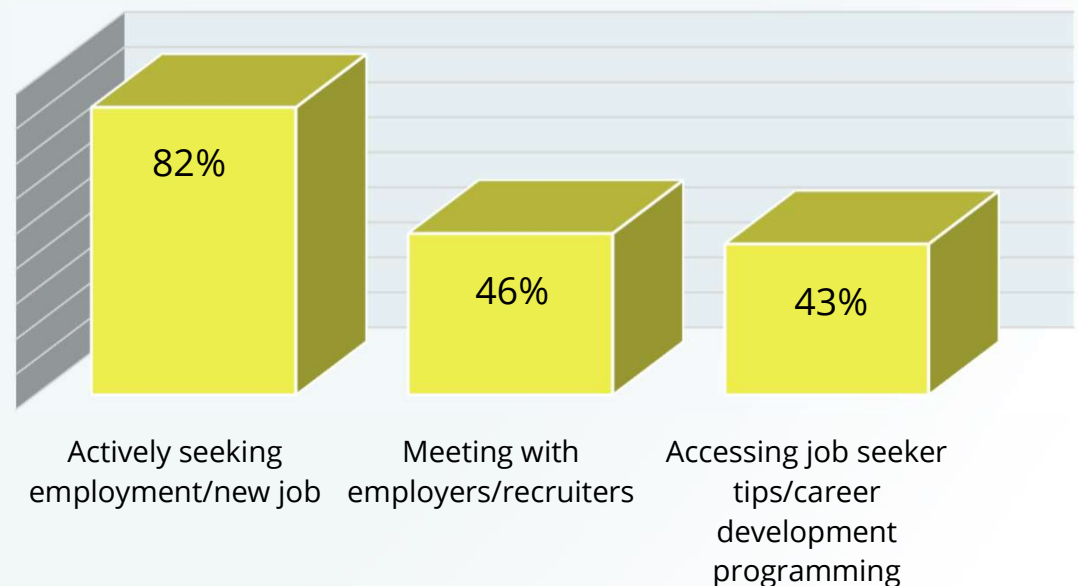
**655**

Total number of resumes shared with employers

**120**

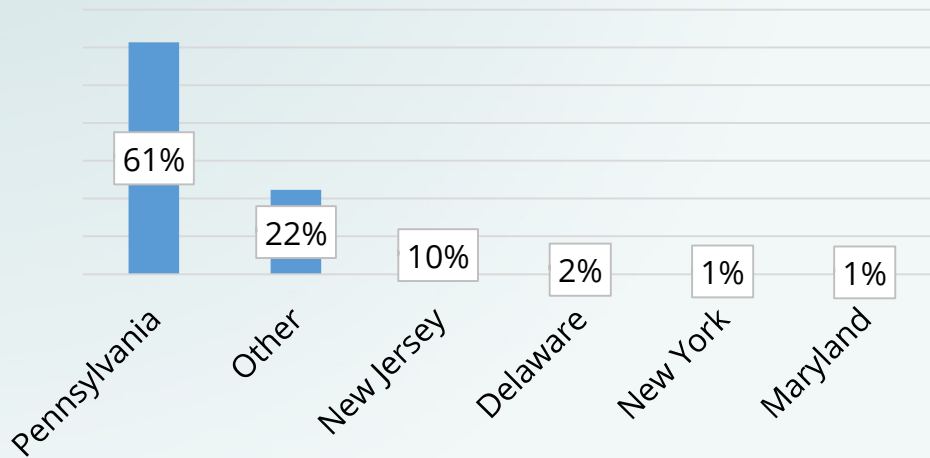
Average number of interactions per hiring employer booth

WHAT WERE YOUR GOALS FOR ATTENDING TODAY?  
(CHECK ALL THAT APPLY)

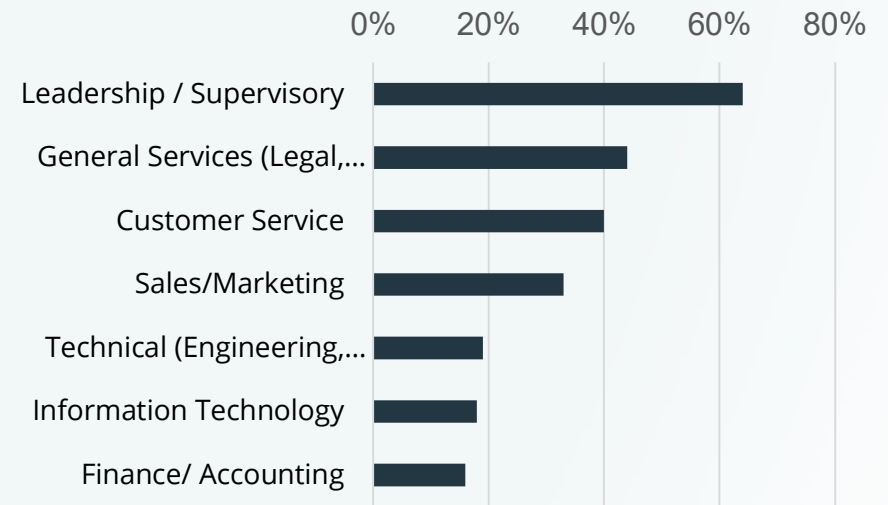


# Registration Demographics

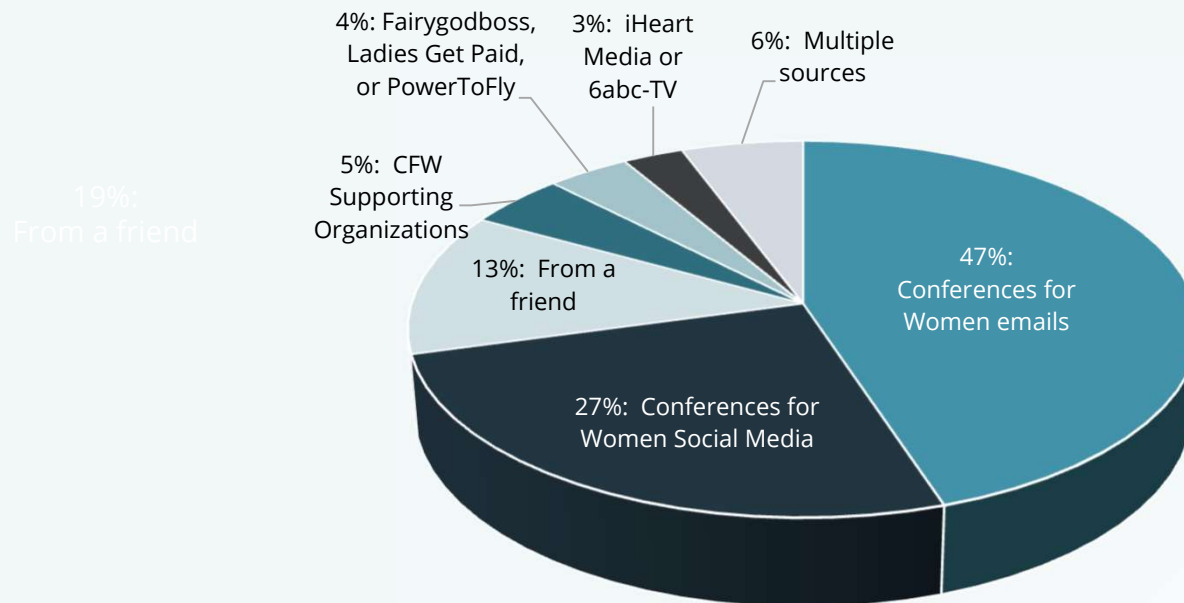
## IN WHICH STATE DO YOU LIVE?



## TYPE OF ROLE ALIGNED WITH YOUR EXPERIENCE (ATTENDEES COULD SELECT MORE THAN ONE RESPONSE)




## HOW DID YOU HEAR ABOUT THE VIRTUAL CAREER FAIR?



# *Participant Comments*

## *Attendee Feedback*


- "The 'Ask the Recruiter' live session was really helpful"
- "Received very good insight to what recruiters are looking for."
- "The platform was user-friendly and offered a lot of resources. The document on how to make the most out of the fair was especially helpful."
- "My experience was seamless."
- "Well organized event."



"Please do the  
Virtual Career  
Fair again!"

## *Hiring Employer Feedback*

- "The career fair was a success."
- "We've been busy (yay!), which is what we were hoping for."
- "A lot of interested candidates."
- "This entire platform is very impressive and easy to navigate."
- "All in all, the group was very happy."



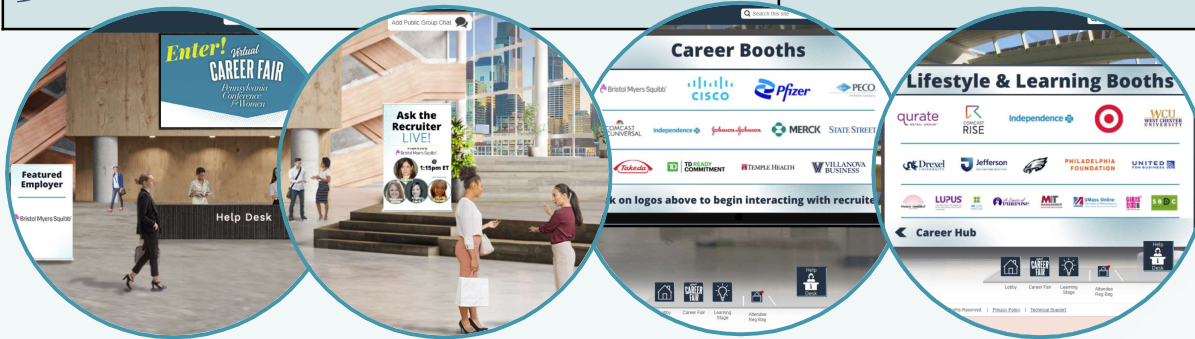
"Very strong  
talent."

# Looking Forward

ATTENDEES WHO RATED EXPERIENCE AS "ENJOYED" OR "SATISFIED"

WHAT COULD WE DO TO MAKE THE CAREER FAIR ATTENDEE EXPERIENCE MORE HELPFUL?

<p>VISITING EMPLOYER BOOTHS: <b>54%</b></p>	<ul style="list-style-type: none"> <li>• "Provide clear lists of available positions for each employer instead of directing attendees off site to do their own research."</li> <li>• "Giving advance notice of ... open positions."</li> <li>• "[Flex or remote] roles could have been highlighted better."</li> <li>• "Request sponsors to stay for the allotted time."</li> </ul>
<p>CHATTING WITH RECRUITERS IN BOOTHS: <b>43%</b></p>	<ul style="list-style-type: none"> <li>• "More time with recruiters."</li> </ul>
<p>1:1 VIDEO CHATS WITH RECRUITERS: <b>18%</b></p>	<ul style="list-style-type: none"> <li>• "Enable [more] video chats with recruiters. Recruiters were very short in their answers over chat."</li> </ul>
<p>LEARNING STAGE PROGRAMMING: <b>50%</b></p>	<ul style="list-style-type: none"> <li>• "More ... resources for people seeking a career change."</li> </ul>
<p>"ASK THE RECRUITER" LIVE SESSION: <b>32%</b></p>	<ul style="list-style-type: none"> <li>• "A more detailed vision of what to expect/agenda would have been very helpful."</li> </ul>



**57%**  
of attendees recommend that PA CFW host future Career Fair events