



International  
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# How to Design, Plan, Implement and Evaluate an Employment Fair

Manual for Public Employment  
Service Offices and local career  
guidance taskforces in Egypt

2017







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**2017**

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## FOREWORD

Being a productive member of society is a fundamental need of all people and is especially important for youth, as they strive to transition towards an independent life through decent work.

Meanwhile, the way to employment is paved with numerous obstacles. On the one hand, many job seekers lack reliable information about where they can find vacancies and what their requirements are. Furthermore, many are often unaware of their own interests, strengths and weaknesses. On the other hand, employers often face challenges to get the right applicants for the positions they offer: while some are confronted with large numbers of applicants that are not fit for purpose, small companies often struggle to find any applicants at all, as they lack the means and the knowledge to advertise their vacancies effectively.

As part of its mandate, the ILO seeks to enhance the capacity of national and local level institutions to support job seekers in their quest for employment. This manual documents the experiences the ILO has gathered in supporting Public Employment Service (PES) Offices in planning and implementing employment fairs. Its main goal is to serve as a reference for staff in the Public Employment Service Offices and members of local career guidance taskforces that are crucial partners to organize employment fairs.

The hope of many job seekers in Egypt lies with the commitment of the government and the private sector joining forces to provide opportunities needed to help women and men realize their economic and social potential. We hope this manual contributes to making their hopes materialize.

The manual is authored by Carlos Mohr, Technical Officer seconded by the German Ministry for Economic Cooperation and Development, and builds on the long experiences in the field of employment and career guidance of Nagwa Ismail, National Project Coordinator of the Transition to Employment project, and Amal Mowafy, Chief Technical Advisor of the Decent Jobs for Egypt's Young People project, who provided valuable technical inputs. Christine Hofmann, Skills Development Specialist in the Decent Work Team for North Africa, supervised the work technically. Asmaa Rezk, Communication Officer in the Cairo Office, and Darine Atwa, supported its publication.

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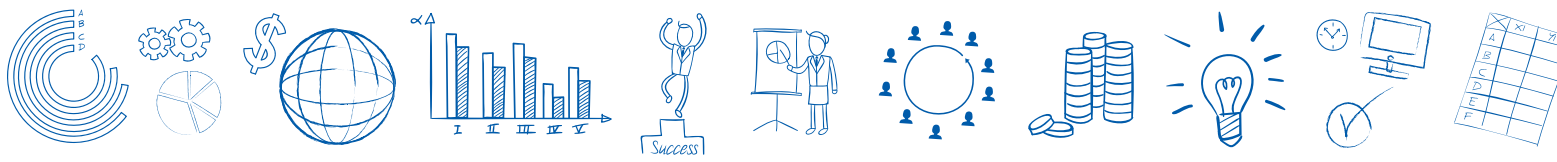


## TABLE OF CONTENTS

<b>FOREWORD</b>	<b>5</b>
<b>TABLE OF ABBREVIATIONS</b>	<b>8</b>
<b>1. INTRODUCTION</b>	<b>9</b>
1.1. INTERNATIONAL FRAMEWORKS: THE EMPLOYMENT SERVICE CONVENTION	9
1.2. NATIONAL STRATEGIES	9
1.3. THE ROLE OF PUBLIC EMPLOYMENT SERVICES IN EGYPT	10
1.4. THE CONCEPT OF AN EMPLOYMENT FAIR	10
1.5. FORMING ALLIANCES TO IMPLEMENT EMPLOYMENT FAIRS	10
<b>2. DESIGNING AN EMPLOYMENT FAIR</b>	<b>12</b>
2.1. THE OBJECTIVE OF THE EMPLOYMENT FAIR	12
2.1.1. STRATEGIC ORIENTATION	12
2.1.2. DEVELOPMENT OF INDICATORS	12
2.2. THE EMPLOYMENT FAIR NEEDS ASSESSMENT	13
2.2.1. PRIMARY TARGET GROUP: JOB SEEKERS	13
2.2.2. PRIMARY TARGET GROUP: EMPLOYERS	14
2.2.3. TYPE OF FOCUS: SECTORAL VS. REGIONAL	15
2.2.4. SERVICES TO BE PROVIDED AT THE EVENT	15
2.3. FUNCTIONS IN AN EMPLOYMENT FAIR	
ORGANIZATION TEAM	17
2.3.1. TEAM MANAGEMENT	17
2.3.2. PUBLIC RELATIONS	18
2.3.3. EMPLOYER ENGAGEMENT	18
2.3.4. LOGISTICS	18
2.3.5. GRAPHIC DESIGN AND ADS	19
2.3.6. ADMINISTRATIVE SUPPORT	19



<b>3. PLANNING AN EMPLOYMENT FAIR</b>	<b>20</b>
3.1. THE DATE	20
3.2. THE VENUE	20
3.3. OUTREACH PLANNING	21
3.4. PLANNING OF PROCUREMENT	22
3.5. BUDGETING	23
<b>4. IMPLEMENTING AN EMPLOYMENT FAIR</b>	<b>24</b>
4.1. PREPARATION AND LOGISTICS	24
4.2. PERSONNEL	24
<b>5. EVALUATION AND FOLLOW UP</b>	<b>25</b>
5.1. INTERNAL EVALUATION	25
5.2. FEEDBACK FROM JOB SEEKERS	25
5.3. FEEDBACK FROM COMPANIES	25
<b>6. REFERENCES</b>	<b>26</b>
<b>7. ANNEXES</b>	<b>27</b>



## LIST OF ABBREVIATIONS

<b>CAPMAS</b>	Central Agency for Public Mobilization and Statistics
<b>ESC</b>	Employment Service Convention
<b>EU</b>	European Union
<b>HR</b>	Human Resources
<b>ILO</b>	International Labour Organisation
<b>MoM</b>	Ministry of Manpower
<b>MoY</b>	Ministry of Youth and Sports
<b>NAP</b>	National Action Plan
<b>NGO</b>	Non-governmental organisation
<b>PES</b>	Public Employment Service
<b>SME</b>	Small and medium enterprises





## 1. INTRODUCTION

Labour markets are complex systems in which individuals either offer or demand work. In order for these two sides to interact efficiently, there is a need for assistance through a series of mechanisms. Here, the state can play a key role to make labour markets work by putting in place effective public employment services. These services are a vital contribution to the entire economy, as they lead, if effective, to income generation on the workers side, and maintaining or expanding business on the employers' side. Employment services include different types of tools; one of these tools is Employment Fairs.

This manual seeks to provide a broad overview of the most important dimensions related to the conceptualization, planning, implementation and evaluation of an employment fair. It is based on the experience ILO has gathered in the field since 2007, while supporting the Egyptian government in implementing the Employment Service Convention (No.88). The main objective of this manual is to provide Egyptian Public Employment Service (PES) offices and other local actors with a tool that will strengthen its capacity to organise employment fairs as part of their services.

### 1.1.

#### **International Frameworks: The Employment Service Convention**

From an international perspective, the provision of employment services is regulated by the Employment Service Convention, 1948 (No. 88). Countries that ratified this Convention, such as Egypt, pledge to maintain a free public employment service and contribute to organise the labour market aiming to achieve full employment. The convention also highlights that the related tasks shall be carried out in co-operation with other concerned local stakeholders whenever necessary.

Furthermore, the Convention stipulates that the employment service shall assist job seekers to find suitable employment and assist employers to find suitable workers, in accordance with rules formulated at a national level.

### 1.2.

#### **National Strategies**

The Egyptian Government has long had youth employment on its agenda. The National Action Plan for Youth Employment (2010-2015) (NAP) outlined Egypt's strategy towards more and better jobs for youth. It was replaced by the National Plan for Training for Employment (2015-2019) which highlights the work carried out by the PES offices, and mentions employment fairs as effective tools to improve labour market intermediation for youth.



### 1.3.

## The Role of Public Employment Services in Egypt

Public Employment Services (PES) in Egypt are provided by over 300 Public Employment Offices (Maktab el Tashgheel) under the authority of Directorates of Manpower in each governorate. The majority of offices operate as self-standing units inside the Labour Office (Maktab el Samel). In some cases, offices remain multi-service offices combining several Labour Office functions such as inspection, occupational licensing, or labour relations, which are outside the scope of Employment Offices.

PES Offices register job seekers and provide them with a work license (Kaab el Samel), which continues to be a requirement to obtain a formal employment contract. Enterprises register job vacancies so that PES Offices can offer job-matching services. In addition, they provide job search support by helping job seekers identify their career goals, fill in job applications, draft their Curriculum Vitae, explore career opportunities and refer them to other services such as training or entrepreneurship, if needed. PES Offices are also in a position to provide labour market information to both job seekers and enterprises to orient their decision-making and enhance transparency of supply and demand in the labour market.

### 1.4.

## The Concept of an Employment Fair

Employment fairs are events in which job seekers meet representatives of companies and get access to a series of services, such as databases, counselling on employment or human resource management, information on training offers, and first and foremost information on job vacancies. Employment fairs allow a great deal of exchange of information between job seekers and potential employers in one single place, benefitting both sides by significantly reducing the cost of both job search and recruitment. In addition, employment fairs enable relevant information on both sides to be gathered. For this reason, employment fairs are a highly effective service of PES offices. In addition, employment fairs can serve as an incentive to foster decent work conditions.

### 1.5.

## Forming Alliances to Implement Employment Fairs

Employment fairs are complex events that require careful preparation. Their success relies on

- Making decisions based on accurate information,
- Selecting the right target group,
- Properly reaching out to the target group,
- Using existing resources efficiently, and
- Cooperating with relevant stakeholders in order to avoid unnecessary investments and duplication of work.



Before planning an employment fair, it is useful to map and contact the potential cooperation partners and invite them to join the local task force. Once the task force has been set up, the participating organisations can jointly work on the conceptual frame of the event. Some organisations that can provide valuable support to the PES offices to plan and implement an employment fair are Youth Centres, Civil Society Organisations, Business Associations, Trade Unions, the Social Fund for Development, Universities, Schools and Training Centres. They usually form part of local career guidance taskforces that PES offices establish and support.



## 2. DESIGNING AN EMPLOYMENT FAIR

Having a clear idea of what the employment fair seeks to achieve is fundamental for the event to be successful. This includes the definition of the long-term goals to which the employment fair will contribute, the immediate objectives of the event, the target groups, the time frame, and the budget.

The clearer these points are to all members of the task force, the higher the chances that expectations are met and cooperation between the involved stakeholders is fruitful.

An overview sheet with the key questions regarding the design of an employment fair is provided in [Annex 7.1](#).

### 2.1.

#### The Objective of the Employment Fair

Setting a clear objective for the employment fair is important because it helps setting priorities in terms of funding and selecting of target groups. The clearer the objective, the easier the planning and general decision-making will be, provided that all participating stakeholders in the local task force were taken into consideration while defining the objective of the event.

#### 2.1.1.

##### Strategic Orientation

An employment fair can have different priorities. Examples are

- to strengthen the visibility of a particular organization (i.e. raise awareness on the services the PES offices offer)
- to place a particular number of individuals of a particular target group into jobs
- to support an industry or sector suffering from labour shortage
- to enhance and update the data base of job seekers and vacancies, etc.

An employment fair can, in principle, serve all these purposes at the same time. However, a particular focus may be placed on one or several of these dimensions depending on the strategic needs and long term goals that the task force defines, as well as on the available budget.

#### 2.1.2.

##### Development of Indicators

Agreeing on a series of indicators is fundamental to measure the degree to which the objective(s) of the employment fair are achieved. To make sure the indicators serve their purpose, indicators need to comply with certain standards.



One broadly used approach to develop indicators is the SMART framework. SMART stands for “Specific”, “Measurable”, “Achievable”, “Relevant” and “Time-bound”.

Some examples of SMART indicators in the context of employment fairs:

- Number of job seekers who participated in the employment fair
- Number of employers who participated in the employment fair
- Number of vacancies available at the employment fair
- Number of job seekers who found jobs immediately at the employment fair (verified through feedback form for employers, see [Annex 7.7](#))
- Percentage of participating job seekers who found jobs three months after the event (verified through follow-up calls or face-to-face visits to participating employers)

Making sure that the indicators for an employment fair are SMART will enhance the accountability of the event and help to draw clear lessons for improvements of future employment fairs.

## 2.2.

### The Employment Fair Needs Assessment

Carrying out a needs assessment among all task force members is useful to ensure that both objectives and indicators are realistic and relevant to the needs of the target groups and to the long-term goals of the involved stakeholders.

Well-documented needs will help the task force to take strategic decisions, on target groups, types of occupations, types of employers, sectoral versus regional focus, and types of services provided.

The task force can focus on a particular aspect of each of the possible areas or adapt a consciously broad approach. Hence, it is not mandatory to select only one of the categories suggested in this manual for the dimensions of target group, potential employers, etc. For example, it is not necessary to decide whether the focus will be on blue-collars or white-collars, as the event can be designed to address both groups. However, having a narrow or broad approach has implications that the task force should consider and carefully put in relation with the strategic objectives and indicators of the employment fair.

### 2.2.1.

#### Primary Target Group: Job Seekers

Employment fairs usually have two types of primary target groups: job seekers and employers. On the side of the job seekers, a focus can be made on the type of occupations, for example, blue-collar or white-collar occupations. Reflecting on these decisions is important



since reaching the target groups will only be successful if their needs are taken into consideration during the planning of the event.

### 1) Age

There are many different age groups that an employment fair can target. Being conscious about the age group that has priority will help advertise appropriately and adapt the language of the information material to be most attractive to the target group. In addition, different age groups may also have different occupational preferences and needs for counselling.

### 2) Gender

While most employment fairs are designed to cater for the needs of both genders, the task force may decide to give particular importance to one, depending on its objectives. For example, if placing a particular amount of women is among the objectives of the event, the opening hours, location and offered occupations need to take the needs of this group into consideration.

### 3) Type of occupation: Blue-collar and white-collar

White-collar occupations usually call for a university degree and are often related to managerial or finance & administrative jobs. Meanwhile, blue-collar jobs require technical education and practical skills. Focusing on particular types of job-profiles often determines the kind of companies that will be interested to participate.

## 2.2.2.

### *Primary target group: Employers*

The second main target group of an employment fair is the enterprises. Not all enterprises are the same; they differ in terms of the type of product or service they offer and their size, i.e. micro, small, medium or large companies. In this manual, a distinction between large companies and SMEs is proposed, as these two groups tend to differ strongly in terms of their marketing and HR structures.

#### 1) Large Private Companies

Large companies tend to have more information material to share and experience in recruiting, and hence may need less guidance in order to participate effectively in an employment fair.

#### 2) SMEs

SMEs tend to have limited resources for recruiting and limited HR structures, and hence may have stronger needs for counselling when it comes to participation in an employment fair. The event might, however, be a cost-effective way for them to fill vacancies.



### 2.2.3.

#### ***Type of focus: sectoral vs. regional***

Depending on the goals and objectives of the employment fair, the event can focus on a sector or a region. This will determine the companies invited and type of jobs offered.

##### **1) Sectoral**

In some cases, the task force might opt for a particular sector due to its high potential for employment and growth, or due to particular skills shortages. Examples of important sectors in Egypt are Tourism, Textile, Processed food, Agriculture, etc.

A sector approach has the advantage of a clear profile in terms of marketing. In addition, such a set-up makes it easier for job seekers to have a picture of the type of jobs that they can expect from the employment fair.

##### **2) Regional**

Employment fairs generally focus on job seekers and enterprises in the local area where the event is organized. At times, objectives can have a regional focus. An example in the Egyptian context could be the development of the Suez Canal region. Here, an employment fair would reach out to enterprises in a broader geographical area, implying that job seekers are expected to be more mobile and move to locations where jobs are more available. Organizers can offer transportation to both employers and job seekers from other localities in the region to ensure their participation.

In Egypt, there are strong regional differences when it comes to the size of private sector investments, the number of potential job opportunities and population density. In order to cater for the needs of people from governorates where economic activity is less dynamic, such as Minya, encouraging employers from other regions to offer packages which include accommodation for potential employees from less prosperous regions, can be a strategy to increase outreach.

Some governorates, such as Red Sea, have a strong employment potential but are sparsely populated. Here, offering transportation for job seekers from nearby populated governorates may be an effective method to enhance participation.

### 2.2.4.

#### ***Services to be provided at the event***

In addition to serving as a meeting point between job seekers and employers, employment fairs can host a wide range of activities or services. These services can be delivered through stands or sessions, and can target either the job seekers or employers.





### 1) Stands

A stand is a delimited space inside the venue of the employment fair in which representatives from a company or institution offer information to individuals who pass by. Hence, the interaction is rather unstructured and informal. Stands are assigned to the partitions of the employment fair.

### 2) Matching

The main service provided through stands at employment fairs is matching. Here, the stand space is used for companies to display their information and enter in direct dialogue with job seekers, discuss employment relevant information, provide forms, and at times agree on interviews and sign contracts.

### 3) Employment Counselling

Career Counsellors of PES offices provide employment counselling to young people to enhance their chances of finding a suitable job. This may include counselling on how to develop a career plan, how to discover one's own interests, strengths and weaknesses, how to define career goals, how to identify employment sectors offering good opportunities and how to search for a job systematically.

### 4) Entrepreneurship Support

Some job seekers may consider the idea of becoming entrepreneurs as an alternative to wage work. Advice can be provided at stands on how to make a business plan, on marketing strategies, on accounting, etc.

### 5) Microfinance

Individuals who are either thinking about starting a business or are already operating one can be provided with information on microfinance, complementing entrepreneurship support.

### 6) Training Opportunities

An additional service with a great potential to benefit job seekers is the provision of information on training opportunities. Through their participation at the employment fair, training providers can reach out to their potential target groups and job seekers can obtain ideas and information on how to enhance their skills and employability.

### 7) Sessions

Services provided through sessions imply larger, closed spaces with chairs and tables, in which participants come at previously determined hours and for a determined amount of time, as opposed to stands, in which visitors come and leave as they please. Services provided in sessions usually require more time and the content is more structured than the more dialogue-oriented stand interactions. Examples of sessions provided at employment fairs are "CV Writing", "Interview Skills", "Job Search" and "Patterns of Personality".





The sessions are offered based on an hourly schedule. The first session should start approximately an hour after the official starting time of the employment fair in order to allow the participants to get acquainted with all the stands before they choose a session. If the number of participants is high, different sessions can be run in parallel. If the number of participants is small, one session is run at a time.

The sessions usually include different videos and structured exercises. Hence, while it is preferable that job seekers adhere to the schedule of the sessions, they should be allowed to join a session once it has started after being informed that a commitment is expected to stay until the end of the session.

## 2.3.

### Functions in an Employment Fair Organization Team

Once the task force has agreed on objectives, indicators, target groups, focus and services provided, it is useful to clarify and assign roles and responsibilities among the organizing team. The tasks should be realistically distributed within the organising team based on the potentials of its members. The following functions are examples of possible divisions of work. Depending on the scope of the fair, some of these functions may be carried out by one person or more. Some functions may also be sourced out to an external, specialized provider, depending on available resources.

## 2.3.1.

### Team Management

The Team Management function comprises the oversight of all dimensions of the event. This includes the planning, organization, and implementation of the employment fair. The PES office Director should be part of the team management.

Responsibilities include:

- Monitoring the expenditures related to the event budget and procurement
- Presiding over marketing, logistics, employer relations, event staffing, and operations
- Moderating the dialogue with all stakeholders
- Ensuring that employment procedures comply with agreed upon stipulations
- Assigning responsibilities, tasks, and activities to team members, including the identification of volunteers to help during outreach and implementation.
- Ensuring that all staff, resources, supplies, etc. needed for the implementation of the employment fair are available on time.
- Monitoring activities during and after the event (internal evaluation, job-seeker follow-up and employer follow-up)
- Final reporting



### 2.3.2.

#### **Public Relations**

The area of public relations concerns all tasks necessary to position the event in the media and acquire sponsors and exhibitors.

Responsibilities include:

- Planning the public relations tasks and activities
- Providing strategic input on outreach and marketing material
- Coordinating the production and distribution of outreach material as well as media coverage
- Contacting and acquiring sponsors
- Moderating the selection of exhibitors and advertisers based on strategic criteria
- Providing strategic input to draft necessary documents and forms including registration forms for employers and jobseekers, invitation letters for employers, sample CV form, feedback form for companies, employment fair booklet with names, contacts and opportunities offered by employers etc. ([see Annexes 7.2 - 7.7](#))

### 2.3.3.

#### **Employer Engagement**

The area of employer engagement comprises all activities related to attracting and committing employers (companies) to the employment fair.

Responsibilities include:

- Planning related tasks and activities
- Developing a strategy to engage employers
- Communicating with employers before, during and after the event and developing necessary materials, including guiding them on decent work requirements ([see Annex 7.3](#))
- Collecting employer information
- Monitoring and evaluating employer participation, hiring, and satisfaction

### 2.3.4.

#### **Logistics**

The area of logistics comprises all the tasks to ensure that the venue and all needed equipment, supplies, services and personnel are in place.

Responsibilities include:

- Planning of logistics (including necessary legal steps such as permits)
- Planning of venue set-up (e.g. arrangement of stands and session areas, drawing a map for stands and session space, accessibility of persons with disabilities etc.)



- Developing a plan for placement, set-up, and take-down of stands, tables, chairs, etc.
- Defining safety measures (i.e. emergency procedures for fire, medical emergencies, violence, and severe weather)
- Procuring all necessary equipment, supplies and services
- Planning of personnel (i.e. number and type of additional support, such as youth volunteer groups)
- Training of personnel (including training on emergency procedures)

### 2.3.5.

#### ***Graphic Design and Ads***

Graphic design comprises the design of all visual materials needed for the event, including the logo, information and promotion material. Graphic design should always be carried out under close supervision of an assigned task force member to ensure consistency, uniformity and appropriateness of the material.

Responsibilities include:

- Planning related tasks and activities
- Designing the visual identity (including logo) of the employment fair
- Design and produce outreach material in consultation with other members of the task force
- Advising the logistics team on sign placement and set-up

### 2.3.6.

#### ***Administrative Support***

Administrative support encompasses the general clerical and secretarial functions that are needed in order to assist the members of the Job Fair Organization Team. This can include documenting the process, assisting with reservations, coordination of meetings, etc.



### 3. PLANNING AN EMPLOYMENT FAIR

This section describes the most important points to consider during the planning of an employment fair.

#### 3.1.

#### The Date

The date set by the task force and team management needs to consider the characteristics of the target groups in order to allow for maximum participation. Depending on the intended scope and target group of the event, an employment fair can have a duration of 1 to 2 days. The longer the duration of the event, the larger the potential audience. Regarding the opening hours, a greater time frame will enable a more diverse audience. For example, if the employment fair takes place during the week, women with family duties are most likely to attend early in the morning when children are at school, and are less likely to attend late in the evening. However, it should be considered that individuals with a job who are looking for a career change are more likely to come if the event is carried out on a weekend.

Religious or national holidays should be avoided, as job seekers are often unavailable on these dates.

Furthermore, the task force should set the date considering the budget and staff constraints, and realistically assess the minimum time needed to organize the event properly. Also, the date should be selected in a way that ensures that the organising team will be available on the selected date.

#### 3.2.

#### The Venue

Once the date has been set, the task force can proceed to select the venue for the event. Covered stadiums or Youth Centres are often considered a suitable option, especially if budgets are limited.

The following aspects should play a role when selecting a venue:

- Space and sanitary facilities for the targeted number of participants and activities are sufficient
- The location is well-known and socially acceptable for all target groups to visit
- The venue is easily accessible by public transportation
- If no covered space is available, a fair tent can be very useful to create the necessary setting

In order to determine the space needed for the event, the organizing team should use the expected number of participating companies as a reference, since the amount of companies determines the amount of partitions needed in the fair. In order to make sure that the tent is



suitable, it should be ensured that each partition of the tent has at least four square meters of space. Following this rule of thumb, a tent with six hundred square meters would be suitable for a fair with thirty to thirty five participating companies. If less than thirty companies are expected, a tent with four hundred square meters of surface will suffice.

### 3.3.

### Outreach Planning

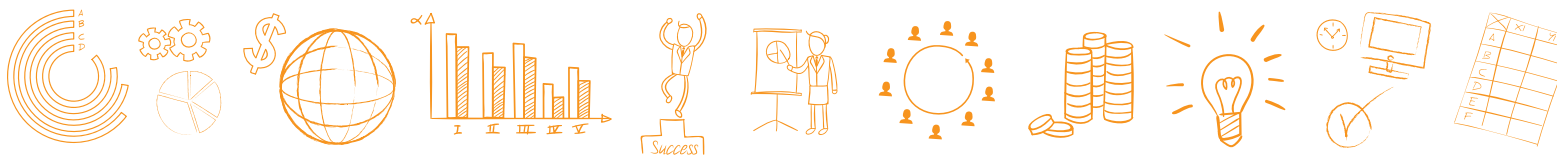
Once the date and the venue have been defined, the organizing team can proceed to plan how it will reach out to job seekers and employers.

Looking at outreach strategies, individuals who qualify for blue-collar work tend to be most responsive when approached directly. Street campaigns in which members of the outreach team explain the location and purpose of the event, invite attendees, and distribute information flyers are particularly useful for this target group, given their limited experience and knowledge about employment fairs. This can be continued during the event as well as in front of the venue in order to attract spontaneous participants. According to experience, friends and family, banners, social media and direct phone calls are the most effective outreach methods. Other successful strategies are involving local TV channels and governorate portals. Regarding the choice of location, job seekers looking for blue-collar jobs tend to have restricted means to commute to remote areas. Coordination with governorate authorities to avail free public transportation to and from the fair is an important option to consider.

White-collar job seekers may use different sources to inform themselves about job opportunities, such as printed media, social media and specialised internet platforms. Mobility of white-collar job seekers may be higher compared to blue-collar workers (i.e. their ability to get to a particular location).

Target groups with a more restricted internet access may be best reached through the radio, with newspaper adverts, flyers, banners or posters. These should be positioned in the areas of residence of the potential target groups. Other possible ways to reach out to this target group are street campaigns and direct contact to job-seekers in public spaces, road shows, calling cars and using local leaders to promote the fair during Friday and Sunday sermons at mosques and churches. Outreach can also be carried out through cooperating partners acting in the field, such as well established NGOs.

Companies can be contacted through business associations and chambers. However, SMEs are often not associated, and hence reaching them requires a different strategy. Street campaigns, direct calls, and “traditional” marketing through newspapers adverts, banners, etc.



will be more effective. This manual recommends sending an official letter of invitation to each company and the signing of “decent work agreements” by all participating companies in order to ensure that employment fairs promote decent employment ([see Annex 7.3](#)).

In addition to a careful selection of the outreach channels, timing is key to ensure maximum attendance of job seekers and employers. A comprehensive chart showing the sequence of all promotional activities can be a very useful tool.

Below is an example of a chart that visualises the sequence in which outreach activities are carried out.

		Weeks before the event											
Activity	Responsible	12	11	10	9	8	7	6	5	4	3	2	1
Selection of outreach channels													
Designing the outreach material													
Controlling for financial feasibility													
Outreach to companies													
Production of outreach material													
Display of banners, posters and distribution of flyers													
Street campaigns and other outreach strategies													

### 3.4.

### Planning of Procurement

Along with the planning of the outreach activities, the task force must be aware of the material needed for the employment fair. Timely procurement will ease implementation and reduce pressure on the team.

There are mainly two types of tents available in the Egyptian market: the waterproof tent, which costs around 40 000 LE, and the traditional Egyptian tent “khameya”, which costs around 7000 to 10 000 LE. Both prices include partitions and chairs (2016 prices, Cairo).

There are several types of partitions. Although aluminium partitions are the most expensive option, sticking the names of the companies on their walls is a lot easier than on other materials. Wooden partitions are less expensive, but often do not provide a suitable surface on which to stick posters or banners. If this alternative is chosen, companies should be asked to bring roll-ups.



Each partition should be equipped with a carpet, a table, two chairs and a banner with the name of the company to be displayed on top of each partition, or a roll-up.

One of the partitions should be used to distribute registration forms for job seekers ([see Annex 7.5](#)) and Application forms for the participants ([see Annex 7.6](#)). As some companies use their own standardized CV-Forms, these should be requested in advance in order for them to be available on time. This partition should be located in the proximity of the entrance. Ushers should be assigned to this partition to assist job seekers.

A photocopy machine is often useful as it allows participants to make several copies of their CV and distribute them to potential employers. The rent of a photocopy machine costs around 300-500 LE per day.

In places where electricity supply is not available or unreliable, a generator will be necessary. A generator can be rented for around 1000 LE per day (2016 prices, Cairo).

### 3.5.

#### Budgeting

Based on the objectives, the planned activities, the venue and the scope of the event, the organizing team needs to carefully assess the planned costs and ensure that they are within the budgetary limits. If planned activities supersede the budget, the task force can still adapt its plans, or gain additional sponsors. Task force members are an important source to contribute financial or in-kind resources.

Controlling for the financial feasibility of the plan should be done before implementation starts in order to avoid leaving activities unfinished or done in an improper manner.





## 4. IMPLEMENTING AN EMPLOYMENT FAIR

After all necessary planning has been made, there are a series of important points to take into consideration during the implementation of an employment fair. These mainly concern logistics and personnel.

### 4.1.

#### Preparation and Logistics

In order to avoid last minute problems, the venue should be set up and prepared the day before the employment fair. This means that all material and equipment such as tables, carpets, chairs, roll-ups, promotional material, registrations forms, CV-Forms, the photocopy machine, the supply of electricity for computers, etc. should be available and in place at the location. Therefore, a clear map showing the distribution of stands and session areas is key. It is not recommended to leave the final arrangements to the morning of the event, as unforeseen problems that may arise can jeopardize the successful conduct of the event.

According to previous experiences, the venue should be locked the night before the event or all valuable equipment such as laptops and electronic devices should be removed to avoid theft.

Arranging for joint transportation of staff is also recommended as it ensures that all team members arrive on time. Return transport for the staff and equipment must also be organized.

### 4.2.

#### Personnel

Depending on the programme and the scope of the event further staff is often needed to support the organising team on the day of the event. Here, volunteers can play an important role: if trained properly, volunteers can be very useful while being cost effective. Volunteers should be characterized by strong commitment, reliability and enthusiasm.

Additional resources and assistance might be needed to support the staff while assembling and disassembling the stands and tents. It is important that support staff is well briefed of their roles and responsibilities as well as of the schedule of the event and their break times.





## 5. EVALUATION AND FOLLOW UP

Three important elements for organizing an employment fair come after the event: the internal evaluation, follow up with companies and follow up with job seekers.

### 5.1.

#### Internal Evaluation

The internal evaluation allows the organising team to question the extent to which the event was successful and discuss how the numerous processes involved could be improved in the future. Pre-defined success indicators can then be compared against the actual numbers reached ([see Annex 7.1](#)).

### 5.2.

#### Feedback from Job Seekers

Gathering feedback from job seekers will provide the task force with important information to determine whether the employment fair was successful. Since it will be difficult to administer an evaluation form to job seekers, support staff should be asked to interview some job seekers during the fair and obtain their feedback on the organization and their overall assessment of the employment fair.

### 5.3.

#### Feedback from Companies

Gathering feedback from the companies is key in order to find out whether employers were satisfied with the event. In addition, the amount of matched jobs as well as their sustainability should be monitored for a couple of months after the employment fair. Follow-up face-to-face visits, phone calls from PES office staff or members of the management team, or follow-up letters all serve as tools to collect this crucial information.

A sample of a feedback form for companies is found in [Annex 7.7](#).



## 6. REFERENCES

Progress Reports of ILO Project: “Transition from School to Work through career information for Youth Employment”, 2008-2012

Evaluation Report of the same project.

GIZ and NEP (2013), “A comprehensive guide for organizing and conducting an employment fair”, Egypt.

GIZ (2007), “Guía para ferias de empleo”, prepared for GIZ El Salvador. Magdala Sagastume, “Manual para organizadores de ferias”, prepared for GIZ Guatemala.

Jane Daly (2007), “Job Fair Toolkit: A Practical Guide and Best Practices for Organizing, Conducting, and Attending Job Fairs”, prepared for USAID Armenia.



## 7. ANNEXES

### 7.1.

### Overview Sheet: Designing and Monitoring an Employment Fair

What are the available financial means for the fair?

.....

What is the strategic orientation/ objective of the fair?

.....

Who is the target group?

Job Seekers (age, gender, type of occupation)	
Employers (size of the company)	
Economic Sector (employment potential, types of jobs available, qualifications needed)	
Geographical region (number and size of companies, population density)	

Performance indicators	Planned	Achieved
Number of job seekers who participated in the employment fair		
Number of employers who participated in the employment fair		
Number of vacancies available at the employment fair		
Number of job seekers who found jobs immediately at the employment fair (verified through feed-back form for employers)		
Percentage of participating job seekers who found jobs three months after the event (verified through follow-up calls or face-to-face visits to participating employers)		

When should the event take place? .....

Which services should be provided according to the employment fair objectives?

.....

Which services can be provided given the available budget?

.....

Where should the event take place? .....

How much staff will be needed? (for management, public relations, employer engagement, logistics, graphic design and ads, administrative support)

.....

Which material will be needed?

.....



## 7.2.

## Employment Fair Vacancies Booklet



Example group for Chemical Industries is a leading company in manufacturing chemicals in Egypt and the Middle East. A number of chemical industries companies and plants are working under the umbrella of the Group. It started working in Egypt in 1965, and now occupies a high position after the huge expansion of its product markets.

Available Jobs	Number of Vacancies
Chemical Technician	10
Production Worker	50
Industrial and Administrative Security Officer	20
Electrical Technician (Control & Mechanics)	20

Available Training Opportunities:

Job title	Number of Vacancies
Electric Engineer	2
Mechanical Engineer	2

**Company representatives:**

Mr. .... HR Senior Specialist

**Company contact information:**

Address: ..... St., Cairo, Egypt

Tel: 02-38202871

E-mail:



### 7.3.

### Invitation Letter for Companies

..... Governorate  
Directorate of Manpower

Messrs/ Company : .....

Dear Sirs,

With reference to the Youth Employment Fair in ..... Governorate to be held in ..... on ..... we invite you to kindly confirm your participation in the Fair. Upon confirmation your company will be allocated a display booth in order to present your company's profile, activities, and vacancies.

The Fair is an opportunity to receive the applications of job seekers, and enable them to learn about the company's profile and benefits. Information about your company will be made available in a booklet to be circulated among job seekers during the Fair. This a service provided by the Directorate of Manpower in collaboration with its partners to employers and job seekers alike.

Please kindly fill the attached form with the job opportunities available at your company together with the relevant job descriptions as well as the proposed salary to be included in the Employment Fair brochure.

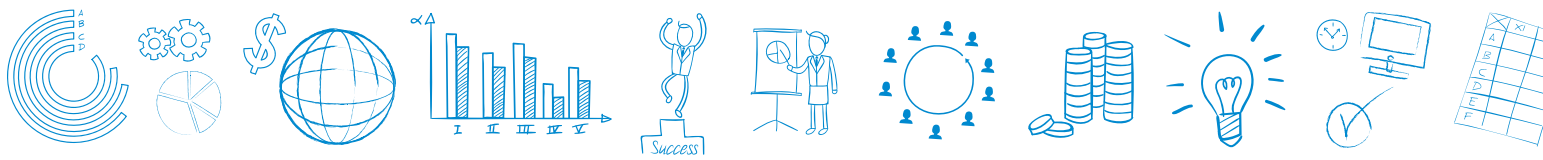
The Youth Employment Fair shall provide the required labour force as well as job opportunities to job seekers in ..... Governorate. The Fair shall be held under the auspices of his Excellency, Minister of Manpower, and H.E. Governor of ..... in collaboration with .....

Kindly return the filled-in registration form and the Decent Work Agreement and nominate two of your staff to represent the company at the Employment Fair and kindly provide their mobile phone numbers.

Best regards,

Undersecretary/ Director of Manpower Directorate  
..... Governorate

Mr. ....



## Decent Work Agreement

The Employment Fair organized by the Employment Office of the Manpower Directorate aims to increase decent work opportunities for young males and females. All participating companies are expected to apply decent work criteria set forth in the ILO Charter and as per the criteria of the Egyptian Labour Law no. 12 of the year 2003 for all vacancies announced at the fair as follows:

### Safe Working Environment (as per the Egyptian Labour Law no. 12/2003)

The establishment and its branches shall provide a safe working environment including taking all professional health and safety measures; securing the work environment; conducting analysis, assessment and prevention of potential risks as well as natural and industrial disasters. Additionally, an emergency plan should be developed for the protection of facilities and workers in case of disasters, provided that the effectiveness of such plan is well tested and verified, and that workers are trained to emergency drills in order to meet the requirements as per the Egyptian Labour Law no. 12/2003.

### Contract, social protection and wage (as per the Egyptian Labour Law no. 12/2003)

- An employment contract for new recruits during the first week of recruitment.
- Social and medical insurances during the first month of recruitment.
- The salary shall not be less than the minimum wage as per the Egyptian Labour Law, as well as any additional incentives.

### Working time and leave (as per the Egyptian Labour Law no. 12/2003)

- Working time shall not exceed nine (9) working hours per day, including one-hour break, and shall not exceed 48 working hours per week.
- In case of additional working hours, workers shall be paid overtime in addition to their basic salary.
- Weekly holidays and annual leaves shall be governed by the Egyptian Labour Law no. 12/2003.

Representative of Manpower:	Company Representative:
Directorate	Title:
Date:	Date:
Signature:	Signature:



## 7.4.

## Company Registration Form

Employment Fair in ...Governorate  
(Venue)  
(Date)  
Company Registration Form

Company Name:	
Address:	
Country:	
Tel.:	Fax:
Contact Person:	Title:
Mobile No.:	Tel. no:
Company Website:	
Company E-mail:	

### Company Overview:

Please provide an overview of your company and its field of work.

--

### Company Representatives:

Please provide the name and title of your company representatives at the display booth in the employment fair:

1 Name:	
Title:	Tel.:
2 Name:	
Title:	Tel.:
3 Name:	
Title:	Tel.:



### Available Jobs OR Training Opportunities

Job:		No. of vacancies:	
------	--	-------------------	--

#### Job Requirements:

Gender: <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Both
Applicant's Age: from ..... to ..... (years old) <input type="checkbox"/> no particular age required
Military Status: <input type="checkbox"/> completed the service or exempted <input type="checkbox"/> postponed for at least a year
Educational Qualification: <input type="checkbox"/> Literacy certificate <input type="checkbox"/> Prep school <input type="checkbox"/> secondary/ technical school <input type="checkbox"/> post-secondary diploma <input type="checkbox"/> University degree
Required experience: <input type="checkbox"/> no experience <input type="checkbox"/> one year <input type="checkbox"/> up to 3 years <input type="checkbox"/> more than 3 years

#### Working Conditions:

Work requires standing for long periods <input type="checkbox"/>		Work requires sharp-sightedness <input type="checkbox"/>
Work requires sitting for long periods <input type="checkbox"/>		Work requires observation skills <input type="checkbox"/>
Work requires exertion of tremendous physical effort <input type="checkbox"/>		Work requires dealing with hazardous equipment <input type="checkbox"/>
Work requires continuous movement inside the workplace <input type="checkbox"/>		Work requires performing simple mathematical calculations <input type="checkbox"/>
Basic salary:	starting from ..... to ..... EGP, as per years of experience and skills	

Job:		No. of vacancies:	
------	--	-------------------	--

#### Job Requirements:

Gender: <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Both
Applicant's Age: from ..... to ..... (years old) <input type="checkbox"/> no particular age required
Military Status: <input type="checkbox"/> completed the service or exempted <input type="checkbox"/> postponed for at least a year
Educational Qualification: <input type="checkbox"/> Literacy certificate <input type="checkbox"/> Prep school <input type="checkbox"/> secondary/ technical school <input type="checkbox"/> post-secondary diploma <input type="checkbox"/> University degree
Required experience: <input type="checkbox"/> no experience <input type="checkbox"/> one year <input type="checkbox"/> up to 3 years <input type="checkbox"/> more than 3 years

#### Working Conditions:

Work requires standing for long periods <input type="checkbox"/>		Work requires sharp-sightedness <input type="checkbox"/>
Work requires sitting for long periods <input type="checkbox"/>		Work requires observation skills <input type="checkbox"/>
Work requires exertion of tremendous physical effort <input type="checkbox"/>		Work requires dealing with hazardous equipment <input type="checkbox"/>
Work requires continuous movement inside the workplace <input type="checkbox"/>		Work requires performing simple mathematical calculations <input type="checkbox"/>
Basic salary:	starting from ..... to ..... EGP, as per years of experience and skills	





Job:		No. of vacancies:	
------	--	-------------------	--

**Job Requirements:**

Gender: <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Both
Applicant's Age: from ..... to ..... (years old) <input type="checkbox"/> no particular age required
Military Status: <input type="checkbox"/> completed the service or exempted <input type="checkbox"/> postponed for at least a year
Educational Qualification: <input type="checkbox"/> Literacy certificate <input type="checkbox"/> Prep school <input type="checkbox"/> secondary/ technical school <input type="checkbox"/> post-secondary diploma <input type="checkbox"/> University degree
Required experience: <input type="checkbox"/> no experience <input type="checkbox"/> one year <input type="checkbox"/> up to 3 years <input type="checkbox"/> more than 3 years

**Working Conditions:**

Work requires standing for long periods <input type="checkbox"/>		Work requires sharp-sightedness <input type="checkbox"/>
Work requires sitting for long periods <input type="checkbox"/>		Work requires observation skills <input type="checkbox"/>
Work requires exertion of tremendous physical effort <input type="checkbox"/>		Work requires dealing with hazardous equipment <input type="checkbox"/>
Work requires continuous movement inside the workplace <input type="checkbox"/>		Work requires performing simple mathematical calculations <input type="checkbox"/>
Basic salary:	starting from ..... to ..... EGP, as per years of experience and skills	



## Benefits of working in the Company:

Please check one of the following choices and complete the required data

Probation Period		<input type="checkbox"/> Yes	<input type="checkbox"/> No	(Period: months)
Salary increase after successful completion of the probation period		<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Regular pay rise by the company		<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Food	<input type="checkbox"/> Available	<input type="checkbox"/> Unavailable	<input type="checkbox"/> cash allowance	
Transportation	<input type="checkbox"/> Available	<input type="checkbox"/> Unavailable	<input type="checkbox"/> cash allowance	
Accommodation for youth from other governorates				
Overtime	<input type="checkbox"/> Yes	<input type="checkbox"/> No		
Weekly holiday	<input type="checkbox"/> one day	<input type="checkbox"/> two days		
Specific career pathways in the corporate structure		<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Training, is provided as needed		<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Rewards- Incentives				
<input type="checkbox"/>	No incentives system			
<input type="checkbox"/>	Reward, recognition, and financial incentives only			
<input type="checkbox"/>	Recognition, reward, and financial and moral incentives			
Other				
<input type="checkbox"/>	Work uniform			
<input type="checkbox"/>	Nursery for female workers' kids			
<input type="checkbox"/>	Solidarity fund with corporate contribution			
<input type="checkbox"/>	Financial rewards on certain occasions and public holidays			
<input type="checkbox"/>	In-house medical clinic			

HR Manager Signature	Company Seal



## 7.5.

### Registration Form for Job Seekers

#### Registration Form

Name: .....

Educational Qualification: .....

Mobile No.: .....

E-mail: .....

Governorate: ..... District: .....

You learned about the Employment Fair from:

- |  |   |
|--|---|
| <input type="checkbox"/> Cars equipped with microphones announcing the event | <input type="checkbox"/> Fair signage       |
| <input type="checkbox"/> Telephone call                                      | <input type="checkbox"/> A friend           |
| <input type="checkbox"/> Fair brochure                                       | <input type="checkbox"/> Internet/ Facebook |
| <input type="checkbox"/> Other (Please Specify) .....                        |   |



## 7.6.

## Sample Application Form for Job Seekers

### Key Information:

Name: .....  
 Address: .....  
 Home Tel.: ..... Mobile No.: .....  
 E-mail: .....

### Educational Qualification:

Degree: .....  
 Institution: .....  
 Graduation Year: .....

### Experience: from the most recent to the oldest (if applicable)

Company Name: .....  
 From: ..... To: .....  
 Achievement: (start with Action Verbs: I discovered/ achieved/ developed/ designed...etc  
 1- .....  
 2- .....

### Training Courses:

1- From ..... to ..... , Course Title: .....  
 2- From ..... to ..... , Course Title: .....

### Interpersonal Skills: (Communication, Leadership, Computer Literacy, Team Work)

- Write about each skill as briefly as possible.

.....  
 .....

Hobbies: (Write your actual hobbies, as your related skills may be discussed during your interview to be utilized at work)

.....  
 .....

Personal Data: .....  
 Date of Birth: ..... Nationality: .....

Marital Status: ..... Military Status (Males only): .....



## 7.7.

## Evaluation Form

### Evaluation Form Companies participating in the Employment Fair Messrs/ ..... (Company Name)

At the outset, we would like to thank you for participating in the Employment Fairs held in ..... Governorate ..... on ..... and ..... by the Ministry of Manpower in collaboration with .....

We hope that this fair has achieved the aspired goals and met your expectations.

With a view to improving the services provided through the Employment Fair, please kindly answer the following questions which will take no more than 10 minutes of your time but will significantly contribute to achieve better results for everyone.

1	From your point of view, how satisfied are you overall with your participation in the Employment Fair?	
	Very satisfied	( )
	Satisfied	( )
	Fairly satisfied	( )
	Not satisfied	( )

2	From your point of view, do you believe the venue and time of the Employment Fair are adequate?	
		Adequate: ( )
		Inadequate: ( )
		Please specify why:

3	Were you satisfied with the information provided to you before the Employment Fair?	
	Very satisfied	( )
	Satisfied	( )
	Fairly satisfied	( )
	Not satisfied	( )



<b>4</b>	<b>Were you satisfied with the organization of the the Employment Fair?</b>	
	<b>Very satisfied</b>	(   )
	<b>Satisfied</b>	(   )
	<b>Fairly satisfied</b>	(   )
	<b>Not satisfied</b>	(   )

<b>5</b>	<b>Did the skills of the young applicants match the recruitment needs of your company?</b>	
	<b>Yes</b>	(   )
	<b>No</b>	(   )
	<b>If the answer is “Yes”, to what extent?</b>	
	<b>Fully 90-100% (   )</b> <b>Largely 70-80% (   )</b> <b>Fairly 50-60% (   )</b> <b>little to none -less than 50% (   )</b>	

<b>6</b>	<b>a. Have you met your recruitment needs following the Employment Fair?</b>		
	<b>Yes</b>	(   )	
	<b>No</b>	(   )	
	<b>b. If “Yes”, how many people have you recruited?</b>		
	<b>1- Skilled Workers</b>	(   )	<b>Male (   )   Female (   )</b>
	<b>2- Low-skilled Workers</b>	(   )	<b>Male (   )   Female (   )</b>

<b>7</b>	<b>Please add additional comments or recommendations for future Employment Fairs</b>

**Thank you for the time taken to fill this form to allow us to constantly improve our service offer.**

**Respectfully,**





NOTES





A series of 20 horizontal dotted lines for writing.



Handwriting practice lines consisting of 18 horizontal dotted lines.



Handwriting practice lines consisting of 18 horizontal dotted lines.





