

Virtual
CAREER FAIR
TEXAS

CONFERENCE FOR

WOMEN

2021
Participant
Survey

Helping Women Get Back to Work

The Texas 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 more than 1,500 registered attendees and enthusiastic engagement between hiring employers and job seekers throughout the afternoon.

Key Metrics

1,574

Total number of registrants

~400

Total number of unique attendees

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

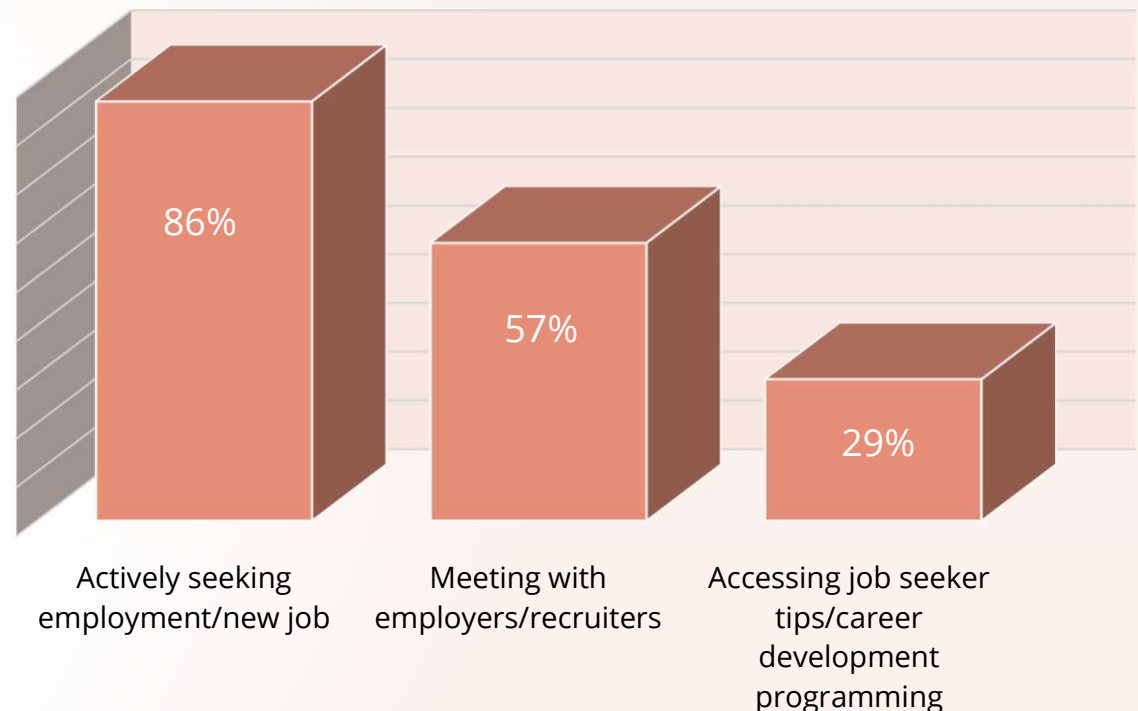
989

Total number of resumes shared with employers

236

Average number of interactions per hiring employer booth

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



Participant Comments

Attendee Feedback

- "Really useful and valuable."
- "This was an awesome experience...I explored the whole site and got the maximum benefit."
- "Very informative . . . good insight as to what recruiters are looking for."
- "It was very helpful, and I got good connections."
- "I loved the 1:1 video chat."



"It was an overall great experience."

Hiring Employer Feedback

- "Thanks for creating such an awesome event."
- "We have attended many virtual events and this one has been my favorite so far. The platform is really great."
- "It's been SUPER busy but that's great!"
- "Very well organized."



"The talent has been exceptional."

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: 70%</p>	<ul style="list-style-type: none"> • 'Share the list of vacancies for companies within the career fair site itself.' • "Not enough entry level job offers." • "Wider range of professions." • "Pre-screening for the roles open."
<p>CHATTING WITH RECRUITERS IN BOOTHS: 44%</p>	<ul style="list-style-type: none"> • "Wait times for recruiter responses were really long, but that's a good problem to have!" • "More recruiters to match the volume of candidates wanting to chat."
<p>1:1 VIDEO CHATS WITH RECRUITERS: 25%</p>	<ul style="list-style-type: none"> • "Going forward, I would love for more video chatting." • "Set specific times to speak to recruiters, with confirmation."
<p>LEARNING STAGE PROGRAMMING: 45%</p>	<ul style="list-style-type: none"> • "Resume review/ feedback/assistance."



2/3
of attendees recommend that TX CFW host future Career Fair events