

*Virtual*  
**CAREER FAIR**

THE MASSACHUSETTS  
CONFERENCE  
FOR WOMEN

*2021  
Participant  
Survey and  
Registration  
Overview*

# *Helping Women Get Back to Work*

The Massachusetts 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 over 1,000 registered attendees and enthusiastic engagement between hiring employers and job seekers throughout the afternoon.

## *Key Metrics*

**1,024**

Total number of registrants

**~390**

Total number of unique attendees

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

**765**

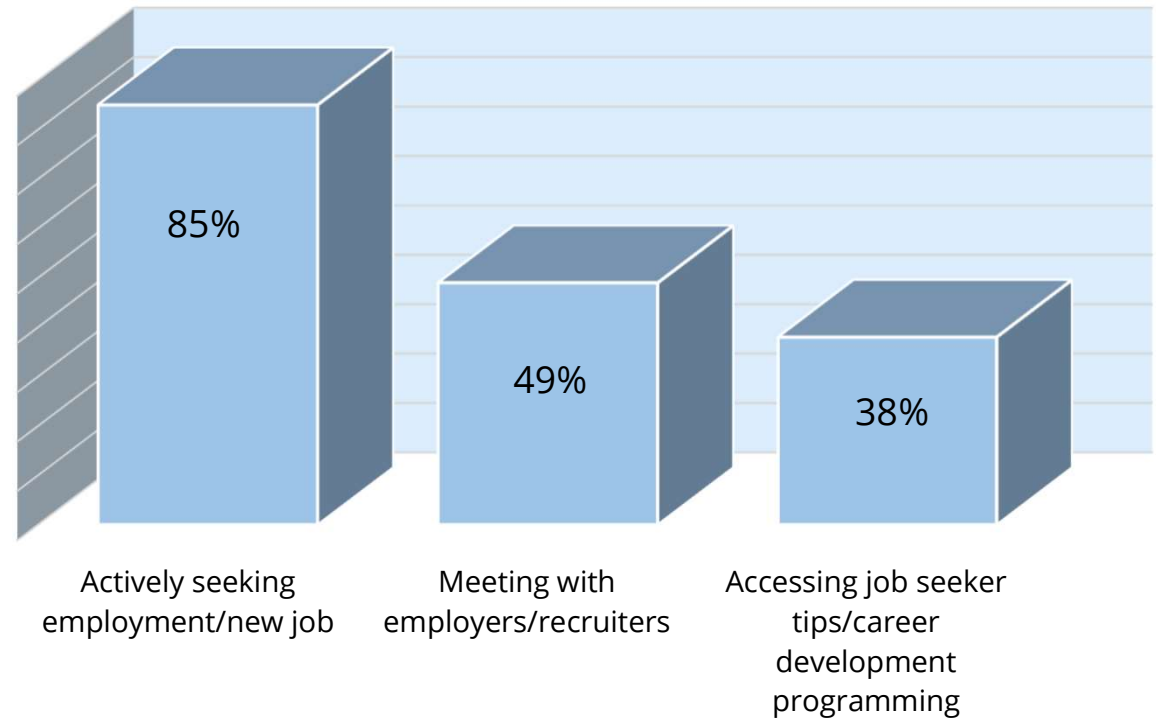
Total number of resumes shared with employers

**102**

Average number of interactions per hiring employer booth

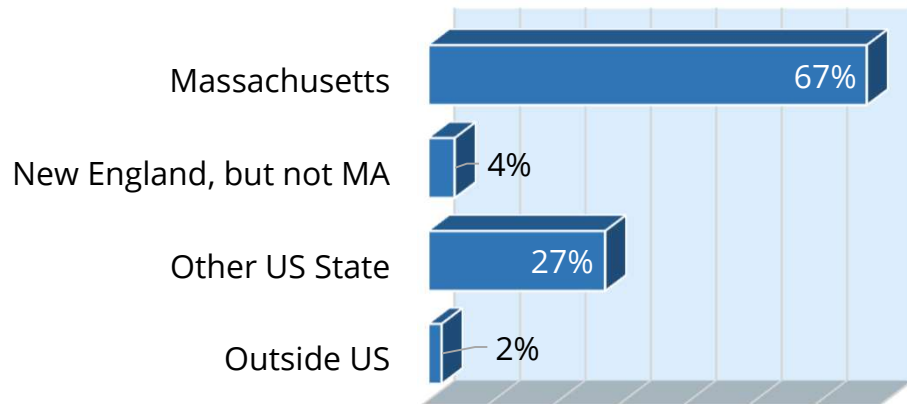
## WHAT WERE YOUR GOALS FOR ATTENDING TODAY?

(Check all that apply)

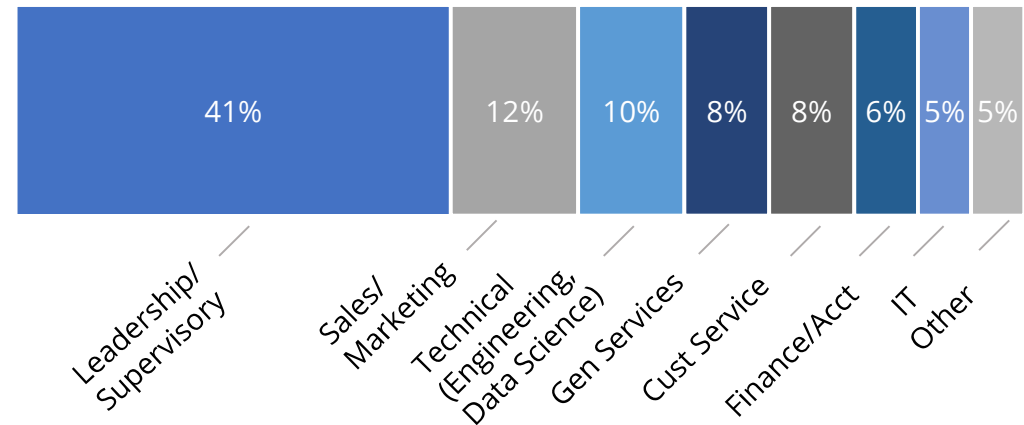


# Registration Demographics

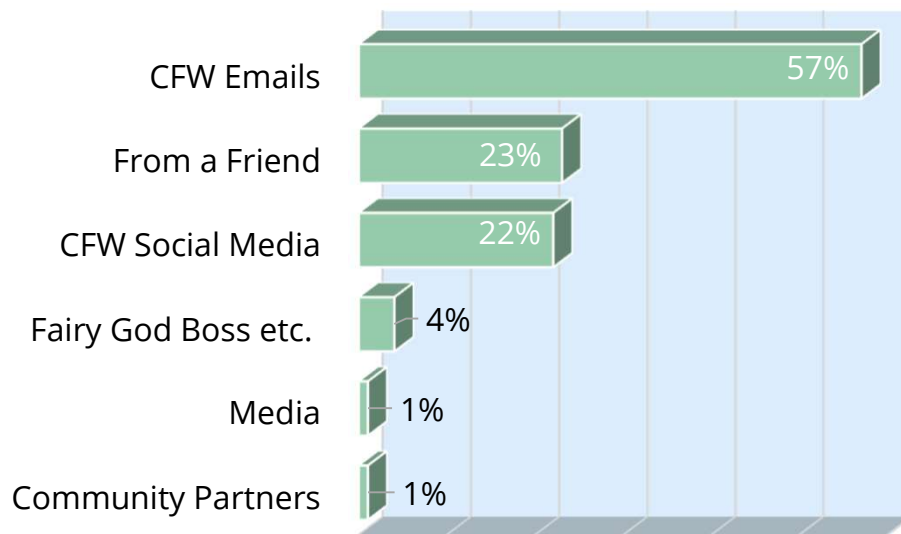
## IN WHICH STATE DO YOU LIVE?



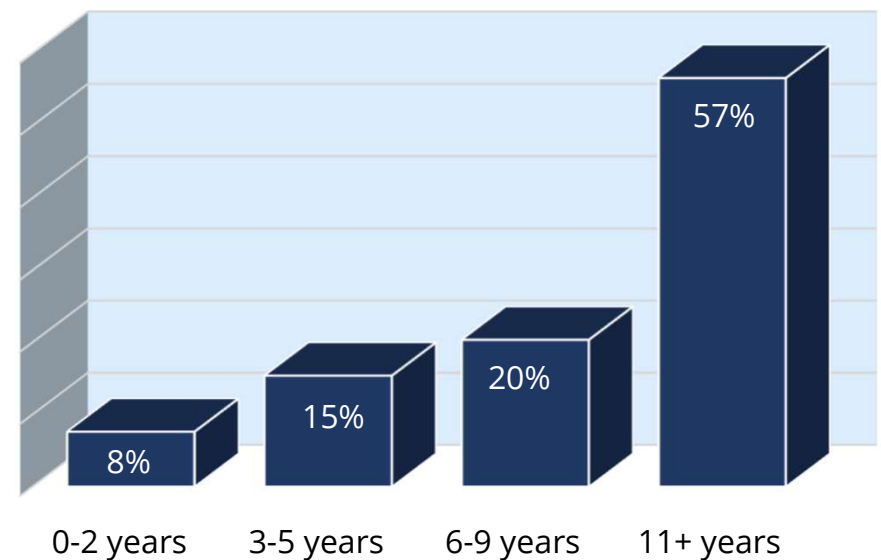
## PRIMARY TYPE OF ROLE ALIGNED WITH YOUR EXPERIENCE?



## HOW DID YOU HEAR ABOUT THE CAREER FAIR? (Check all that apply)




## HOW MANY YEARS OF EXPERIENCE DO YOU HAVE?



# *Participant Comments*

## *Attendee Feedback*

- "I was able to chat with, and get emails for, four different recruiters. I am very satisfied!"
- "The video chat was amazing. Recruiter immediately connected with me on LI and shepherded my CV! "
- "I was impressed that the chats with recruiters went so smoothly."
- "I found this event to be very helpful for networking."
- "Walked away with valuable information from both "Ask the Recruiter" sessions."
- "All booths I contacted were very responsive and helpful. I have made contacts with many companies. That was my goal."



"All in all, well done and thank you!!"

## *Hiring Employer Feedback*

- " We were very pleased with the traffic and quality of candidates"
- " I am so excited about the traction we have received."
- "We had some great candidates stop by our booth."

# Looking Forward

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

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

<p>"ASK THE RECRUITER" LIVE SESSION: <b>96%</b></p>	<ul style="list-style-type: none"> <li>• "It would have been nice to have the schedule of events in advance in order to plan."</li> <li>• "There needs to be some diversity in the organizations that they represent. Each industry has their own quirks so it would be helpful to hear from a variety of folks."</li> </ul>
<p>VISITING EMPLOYER BOOTHS: <b>86%</b></p>	<ul style="list-style-type: none"> <li>• "Provide a list of positions companies are actively recruiter for or schedule appointments in advance? So that you can actually build a rapport with a recruiter."</li> <li>• "It would have been helpful to be able to see all opportunities in a searchable format."</li> <li>• "Make it easier to identify employers with remote or hybrid opportunities"</li> <li>• "If recruiters contact information was available, would have been useful."</li> <li>• "All all the companies listed should attend, and if they can't make it, there should be an email for applicants to communicate with them."</li> </ul>
<p>1:1 VIDEO CHATS WITH RECRUITERS: <b>83%</b></p>	
<p>LEARNING STAGE PROGRAMMING: <b>77%</b></p>	<ul style="list-style-type: none"> <li>• "The self-confidence video included a task so that felt more useful."</li> </ul>
<p>CHATTING WITH RECRUITERS IN BOOTHS: <b>75%</b></p>	<ul style="list-style-type: none"> <li>• "Indicate how long the booth's queue is. I joined the line for many booths then got contacted all at once and missed some conversations. I wouldn't have joined so many at the same time if I knew some had a short line."</li> </ul>

**74%**  
of attendees  
recommend that  
MA CFW host  
future Career Fair  
events