



# London and Area Works

Job Fair Report

January 2017



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# Acknowledgements

The Local Employment Planning Council acknowledges and thanks the individuals, organizations, and businesses who gave their time and effort to participate in the interviews, survey, and job fair. We extend a special thanks to the London and Area Works Partnership for their work on behalf of this endeavor.

## Introduction

The London and Area Works fall job fair was held on October 4, 2016 at the Western Fair District Agriplex. London and Area Works is a partnership of the City of London, London Economic Development Corporation, CTV London, Employment Sector Council, the Ministry of Advanced Education and Skills Development and the Local Employment Planning Council pilot project covering Elgin Middlesex Oxford.

The goal of London and Area Works is to share news about business growth and expansion in the local area and highlight the employment opportunities that this growth creates. The partners in London and Area Works had been hearing about the local disconnect between employers who had job opportunities and people looking for employment. As a result, the London and Area Works regional job fair was created to provide a venue where these two sides could meet. The regional aspect of the job fair allows both employers and job seekers to look beyond their immediate area, expanding the opportunities for both to find the “right fit” for employment.

Following a successful test pilot in the spring of 2016, the October 4th job fair was launched as the first in a series of three semi-annual regional job fairs. Scheduling of the series allows employers to plan for future participation in the regional job fairs and provides upcoming dates of the regional job fairs for service providers to share with their current and future clients.

### Results of the October 4, 2016 Regional Job Fair

- 62 employers registered offering a total of 1904 local job opportunities
- There was an estimated attendance 1900 job seekers



## Employers

Employers found the job seekers to be prepared for the job fair with the largest number of employers responding to the survey confirming that they each planned to interview 6 to 10 candidates as a result of the connections they made. This satisfaction with potential candidates was anecdotally confirmed at the job fair as well during one-on-one discussions in the employers' break area.

*"We attended the fall Job fair and were thrilled with the level off applicants we received. Not only did we get more applications than expected they had the skills and qualifications we were looking for. Meeting the applicants at the job fair enabled us to streamline our hiring process. We look forward to attending again," employer testimonial.*



## Job Seekers

Job seekers responding to the electronic survey following the job fair indicated that they had prepared for the job fair by researching the companies in attendance and printing off resumes. 80% of respondents were aware of resources available to them in the community while the remaining 20% were not aware of resources and services that were available. Job seekers identified following up with companies and connecting with available resources as their two key actions following the job fair. Respondents to the online survey were split between having



received follow-up contact from companies following the job fair, with 53.33% having contact and 46.67% not having been contacted. A number of recommendations for future job fairs were provided by both the online survey respondents.

## Resources

The resource services, both public and private, also felt that the job seekers had prepared for the job fair. They also indicated

that they had made connections to potential clients and that they would be working with some clients by screening them for current employment opportunities.

“This is a great event all around! We were especially impressed with the setup at the last one, where it was very spacious with excellent amenities. The turnout was great and allowed for many networking opportunities for both job seekers and exhibitors,” private sector human resources consultant.

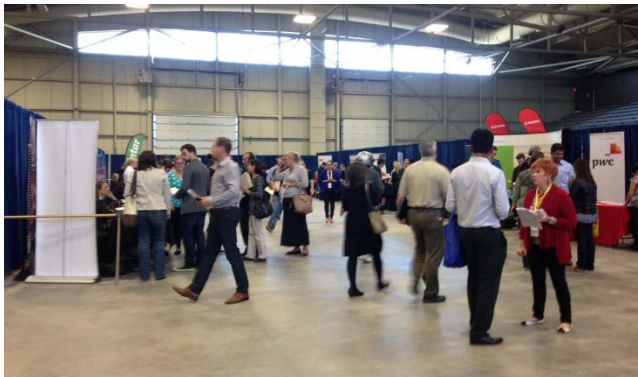


## Future Regional Job Fairs

The recommendations will be reviewed by the London and Area Works Regional Job Fair partners in order to continue to increase the effectiveness of the regional job fair for both employers and job seekers. There are many positive aspects to the regional job fair that will allow us to grow participation and successful outcomes during 2017.

## On-site Responses from Attendees

As attendants left the job fair they were asked several questions to provide on-site feedback to improve further job fairs. Below are the questions that were asked along with the answers that were recorded.



Responses were also solicited through electronic surveys of job seekers who had registered to attend the job fair, employers attending the job fair and resource services who had information booths at the job fair to promote their services to potential clients. The results of the electronic surveys can be found in Appendix A.

### Question 1: How satisfied were you with this event on a 1 to 10 scale?

124 respondents – total number of points = 915  
Average score of 7.37 out of 10

### Question 2a: What was missing?

- Driving, DZ AZ opportunities
- Diversity
- Employers did not respond “on the spot”
- Security companies; IT jobs (6); legal jobs (2); HR positions; creative arts, producing; more professional jobs (2); video games; low level jobs; software developers; more sectors; higher end jobs; skilled labour jobs (4); administrative jobs (2); more non-customer jobs; more restaurant jobs; higher level jobs; programming jobs; health care (3); more government (RCMP); finance
- It was hard to find the booth numbers (3)
- More employers (2) – like Tim Horton’s;
- Big lounge, no sitting area, we need a place to rest
- There were a lot (too many) employment agencies (2)
- Full-time jobs
- Not enough diversity in jobs; range of jobs not the greatest
- Not enough advertising of event
- Some jobs too far away
- Lots of agencies – not enough employers
- Tables to sit down and fill out applications
- Printer to print resumes
- Actual interviews
- Poor set up
- More staff at booths (City of London)
- No clear path to available jobs. In Germany, there is a high demand and dedicated websites for jobs
- Not sure what was available for new graduates
- Big companies like 3M, London Life
- Everything is online; not everyone has a computer
- Most booths look the same – boring/not inviting
- Get rid of temp agencies – make them have their own fair

### Question 2b: What was one thing we did well?

- Specific employers with jobs for those skills
- Handed out 10 resumes and have an interview tomorrow
- Lots of help; people were friendly (7)
- Easy to connect for jobs
- Education, businesses, Fanshawe, Trios
- Organized well (15)
- Large amount and variety of exhibitors
- Wasn’t crowded; good space (3)

- Info at welcome desk was very helpful
- Better diversity than before (6)
- Approached by the vendors
- Interaction with people
- Lots of jobs
- List of who's going to be there ahead of time
- Pamphlets/maps/job #s help to understand availability
- Advertised well
- Nice that it's in one place; a one stop shop
- Encouraging
- Before you entered you were given an agenda

**Question 3: What's one thing we could have done better?**

- Chart/map was confusing, just went around and talked to presenters (5)
- Some companies hard to identify on floor
- Want part-time; have a disability
- Get more on the Arts
- More professional jobs; white collar
- It would be nice to know who was hiring to fix my resume
- Most places ask for experience; I don't have it
- More businesses, technical jobs (2), teaching jobs, professional jobs, IT (2), computer, administrative jobs; more sales jobs; more manufacturing; jobs that require more education (Masters +);
- Fewer jobs via temp agencies
- Signs were missing on the booths; lump the sectors together (2)
- Not advertised very well (2)
- Hours were too short
- More details online for each company
- Speakers (Keynote)
- More local jobs
- Booth layout
- Presentations; mini-seminar to help job seekers
- More advanced notice of event (2)
- More room between booths
- More variety
- Hire on the spot
- I should have brought more resumes
- False advertising
- Not a lot of direct hiring

#### Question 4: What is the biggest issue you face as a job seeker in the London area?

- Newly unemployed (3)
- Need a better network to know what jobs exist (7)
- No experience in field/new grad (8)
- Getting the job that fits
- Competition for jobs (13)
- Not many opportunities (2)
- Untapped senior market and PT in London. Connections for this age group, not just young workers (2)
- New immigrant/language barrier (3)
- Transportation; limited bus route (6)
- Jobs don't exist. I don't know how to find them
- Physical limitations
- Where do I fit in the new company?
- Too much applying
- It's about who you know, not what you know
- Good pay without 40 hours/wk
- Skill set – not that much manufacturing jobs that allow me to use or build my skills
- London is small minded – judgemental people live here
- I wish there was one website to see all the jobs in the LER
- Finding the jobs
- Employers don't provide feedback (3)
- FT permanent is difficult to find (2)
- Interchange of info from employers and agencies, not forthcoming in job description or requirements
- Finding entry-level position
- No post-secondary education (2)
- No driver's license
- Rate of pay (7)
- Business development guy in an economy that isn't growing
- My age (4)
- Sexual assault; being female in a skilled labour field
- Having to travel for a good job
- Taking in public
- Finding a suitable long-term job
- Switching careers (production to office) (2)
- No work VISA
- Skills don't match the needs of employers



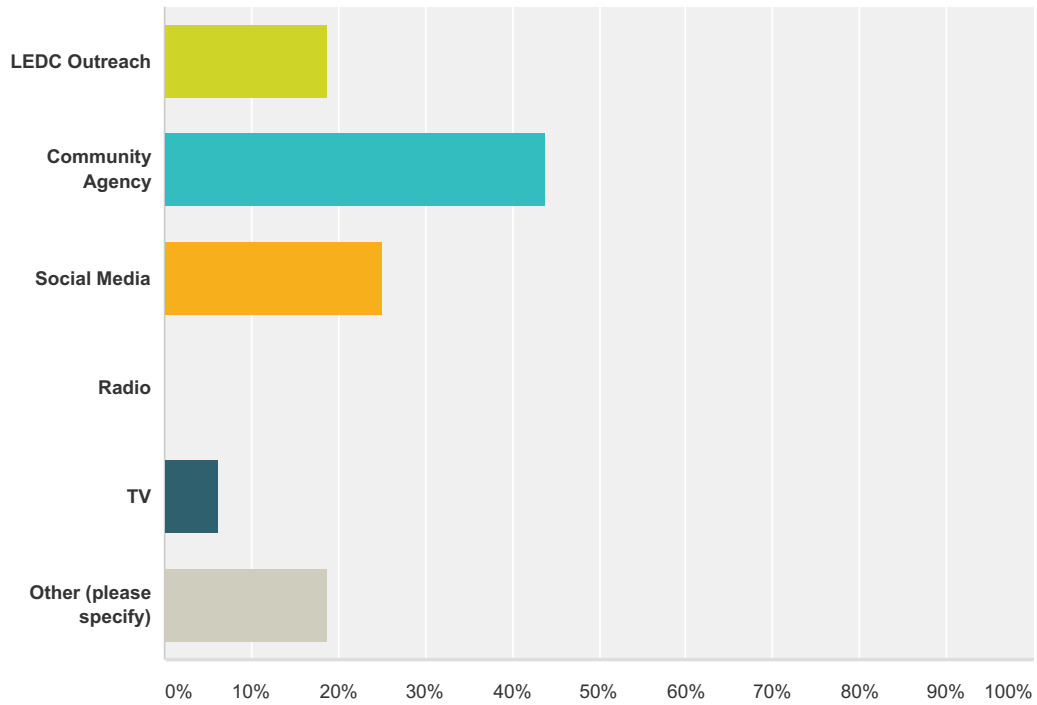
- Finding the hidden job market
- Accessibility (in a wheel chair)
- Criminal record (2)
- New to city (1)
- Too much experience
- Trying to make a good impression in a crowd
- Better ways to connect with employers (tech sector)
- Too much parsing – not a lot of actual reading. Too much at the mercy of agencies, too much duplication

**Question 5: Are there other services that would make your job search easier?**

- Tech events to help us learn about IT jobs in London
- Great that you have employment agencies
- MEDIA; show us the jobs
- Career website to match my skills
- Create a centre where I can gain experience before I get a job co-op/Apprentice services
- Mentors (2)
- Have little info sessions beforehand, have sector open houses
- Networking game (4)
- A website that has a list of all the jobs (2)
- No federal health care
- People aren't aware of services available
- Would be helpful if some of the job search agencies were actually helpful in more than keeping themselves employed
- Response from job applications
- Job boards/employment agencies to help with resumes and current information
- Stimulate small business
- More companies open to female workers
- More skilled labour
- Free education
- Personal contact with HR departments
- Lots of services (3)
- Hire direct, not through temp agencies
- More services without fees
- Mock interviews are very helpful
- Unless you are with an agency, you are screwed
- Lots of online services
- Move events like this (2)
- Indeed (4); Glass Door, Kijiji (2)

### Q1 How did you hear about the London and Area Works Job Fair? Click all that apply

Answered: 16 Skipped: 0

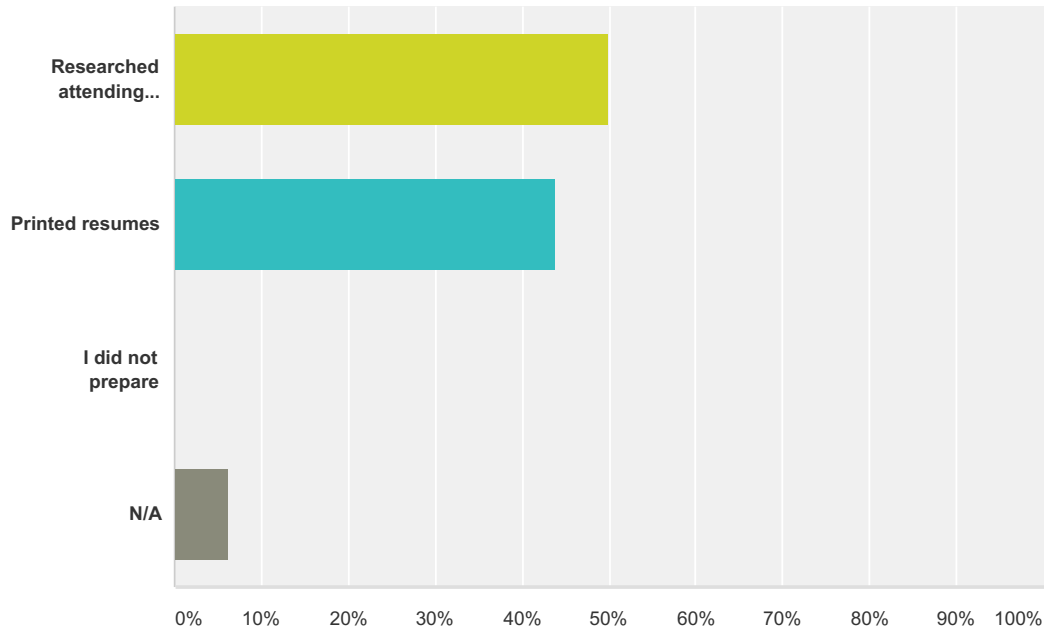


Answer Choices	Responses
LEDC Outreach	18.75% 3
Community Agency	43.75% 7
Social Media	25.00% 4
Radio	0.00% 0
TV	6.25% 1
Other (please specify)	18.75% 3
<b>Total Respondents: 16</b>	

#	Other (please specify)	Date
1	Wil employment	10/19/2016 7:51 PM
2	referral from family	10/19/2016 10:23 AM
3	Test	10/17/2016 9:38 AM

## Q2 How did you prepare for the London and Area Works Job Fair?

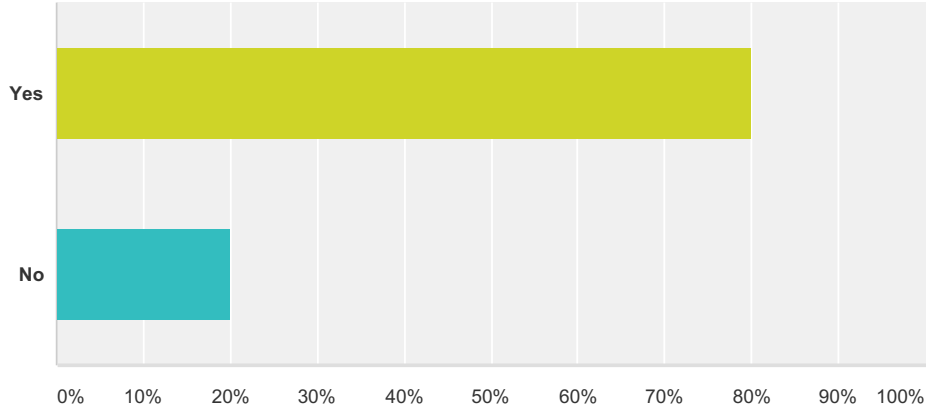
Answered: 16 Skipped: 0



Answer Choices	Responses	Count
Researched attending companies	50.00%	8
Printed resumes	43.75%	7
I did not prepare	0.00%	0
N/A	6.25%	1
<b>Total</b>		<b>16</b>

### Q3 Before attending this event, were you aware of free community agencies to help you with your job search?

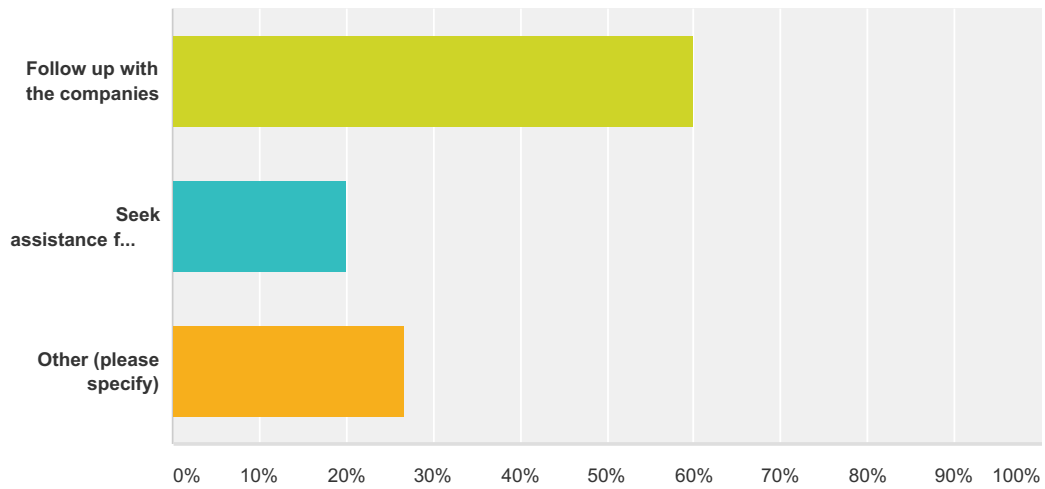
Answered: 15 Skipped: 1



Answer Choices	Responses	
Yes	80.00%	12
No	20.00%	3
<b>Total</b>		<b>15</b>

### Q4 As a result of the job fair, what are your next steps?( Check all that apply)

Answered: 15 Skipped: 1

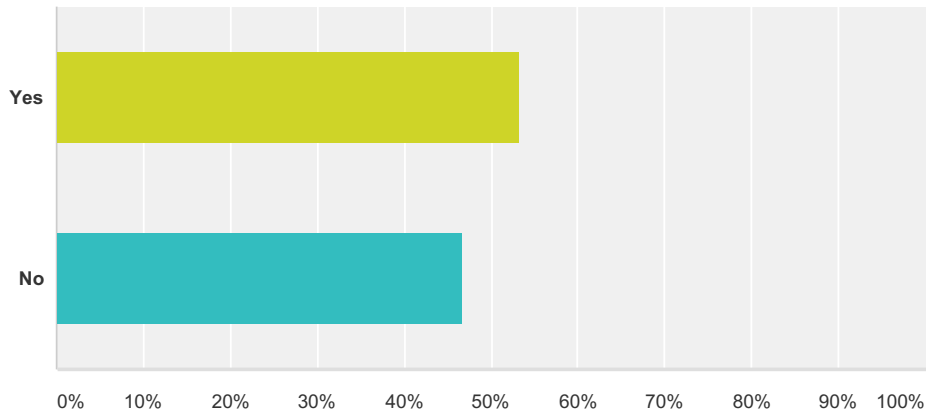


Answer Choices	Responses
Follow up with the companies	60.00% 9
Seek assistance from a free community agency	20.00% 3
Other (please specify)	26.67% 4
<b>Total Respondents: 15</b>	

#	Other (please specify)	Date
1	Continue with job searching	10/18/2016 7:13 PM
2	Nothing was available or appropriate for me.	10/18/2016 12:31 PM
3	Did not find opportunities, continuing on my own to find a job	10/18/2016 11:48 AM
4	Next step to never go to one of these agian	10/18/2016 10:48 AM

### Q5 As a result of the job fair, did you receive any contact from a company?

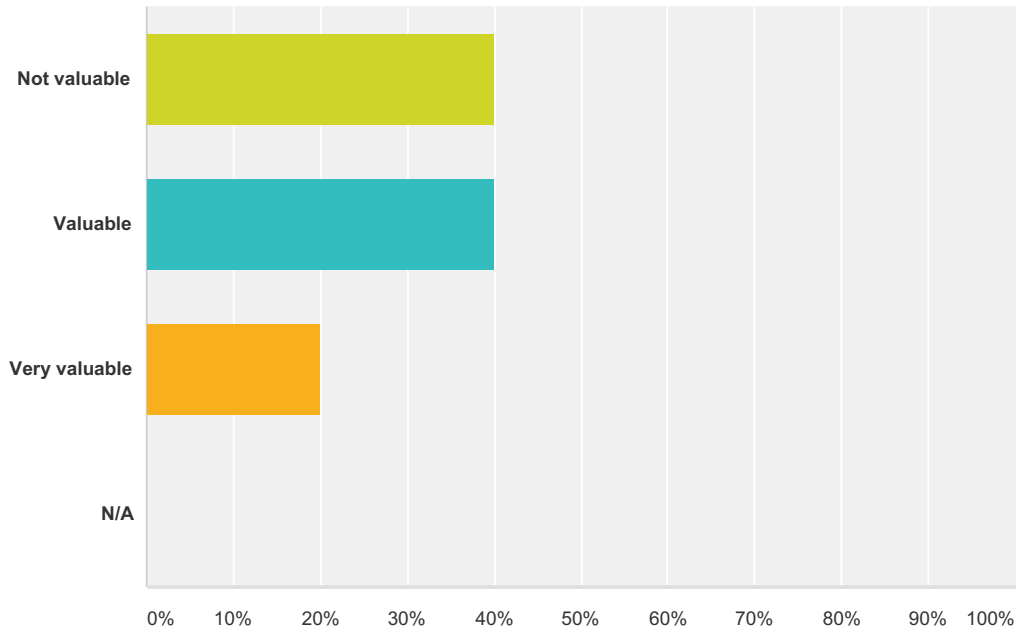
Answered: 15 Skipped: 1



Answer Choices	Responses	
Yes	53.33%	8
No	46.67%	7
<b>Total</b>		<b>15</b>

### Q6 How valuable did you find the London and Area Works Job?

Answered: 15 Skipped: 1



Answer Choices	Responses
Not valuable	40.00% 6
Valuable	40.00% 6
Very valuable	20.00% 3
N/A	0.00% 0
<b>Total</b>	<b>15</b>

London and Area Works Job Fair - Job Seeker

**Q7 What advice would you give another job seeker to prepare for a job fair?**

Answered: 11 Skipped: 5

#	Responses	Date
1	Prepare your resume and apply as much as you can at that day because not all of them will call you	10/19/2016 7:51 PM
2	Prepare your 2 min speech of your skills, know the companies you are interested in prior to attending	10/19/2016 10:23 AM
3	-	10/18/2016 8:35 PM
4	Repurchase companies attending.	10/18/2016 1:14 PM
5	Your software doesnt allow me to put in all I did. I would advise others to research companies, correlate and tailor resume and coverletters. This would be for entry level positions. There was nothing for people with advanced experience and credentials.	10/18/2016 12:31 PM
6	research the companies and have your resume ready	10/18/2016 12:03 PM
7	Go early	10/18/2016 11:07 AM
8	bring your resume dress accordingly and have a folder to collect info from booths	10/18/2016 11:01 AM
9	many of the booths only promoted their website to apply online, what is the point of that. I wanted to speak to people directly not apply online.	10/18/2016 11:00 AM
10	I would advise a job seeker to not waster their time. I think most of the employers send uninformed lower level staff.	10/18/2016 10:48 AM
11	Research companies and dress appropiate.	10/18/2016 10:22 AM



## London and Area Works Job Fair - Job Seeker

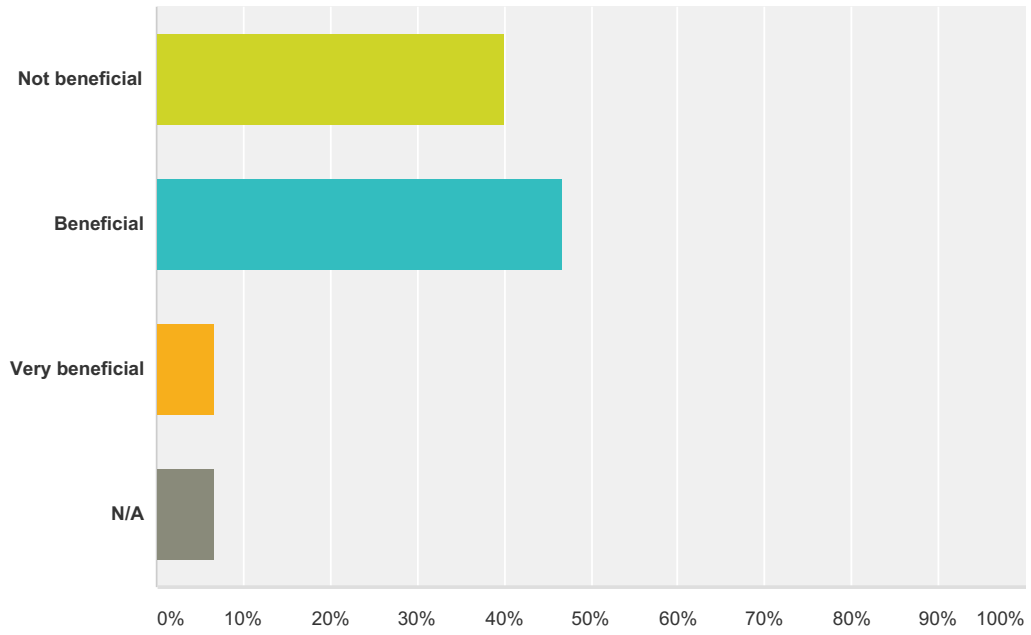
### Q8 How can we assist you next time to ensure you are prepared?

Answered: 8 Skipped: 8

#	Responses	Date
1	It was not easy to find the number of the agencies so next time please write them over the tables on the wall	10/19/2016 7:51 PM
2	Offer a break down of the type of jobs being offered	10/19/2016 10:23 AM
3	Not valuable for professionals. Pretty much only general labor jobs available.	10/18/2016 8:35 PM
4	Ask participants/organizers to number thair booths to coralate with the map hand outs.	10/18/2016 1:14 PM
5	I would like a better idea if there are contacts from companies who will hire at a management and above level. One recruitment company had md line up and "interview", but she was quite clear she would apply herself for any job I would, so there was no pointin me even attending with her. It was frustrating for me.	10/18/2016 12:31 PM
6	giving some tips at the registration process	10/18/2016 12:03 PM
7	n/a	10/18/2016 11:01 AM
8	I was prepared. It was not a beneficial experience in my job search.	10/18/2016 10:48 AM

### Q9 Overall, was the experience beneficial?

Answered: 15 Skipped: 1



Answer Choices	Responses
Not beneficial	40.00% 6
Beneficial	46.67% 7
Very beneficial	6.67% 1
N/A	6.67% 1
<b>Total</b>	<b>15</b>

## London and Area Works Job Fair - Job Seeker

### Q10 Please share suggestions for improvements- before and during the event

Answered: 7 Skipped: 9

#	Responses	Date
1	More companies! In London and the surrounding area there are lots of big companies: Dr. Oetker, McCormick, Unilever, Ingredion, Maple Leaf Foods, Ingredion, Parmalat, 3M, etc. None of them participated in this fair	10/18/2016 8:35 PM
2	There were a few employers present that have a high churn rate of employees. This skewed the amount of available jobs at the fair. It would be helpful to recruit more placement agencies/recruiters in future as these companies (recruiters) are very helpful in assisting with job search and placement.	10/18/2016 7:13 PM
3	As above	10/18/2016 1:14 PM
4	There should be people or resources for advanced job seekers... us middle aged, 50 somethings with degrees.	10/18/2016 12:31 PM
5	organize companies according to trades. Example construction companies, factories, management etc	10/18/2016 12:03 PM
6	force companies that are attending to do the interviews or hiring at the venue, not "hey we are ABC company come check out our website and apply online"	10/18/2016 11:00 AM
7	Maybe encourage employers who are actually hiring.	10/18/2016 10:48 AM

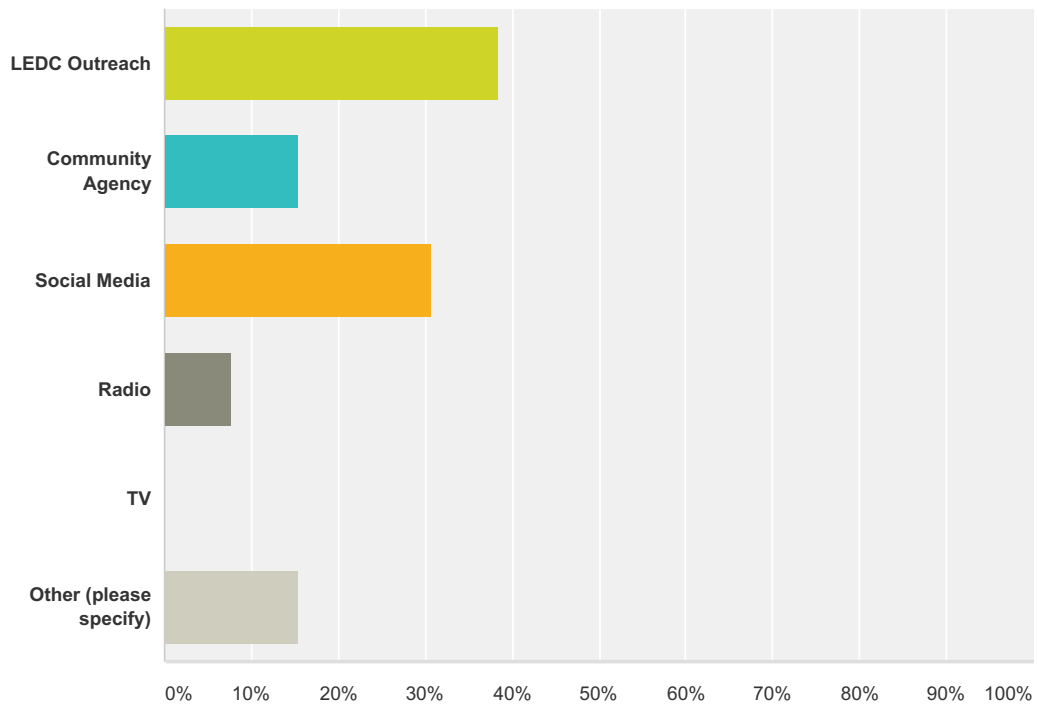
**Q11 Testimonials: If you would like to provide a testimonial to help us promote the April 25, 2017 event, please do so here. (Please provide your name and email address)**

Answered: 4 Skipped: 12

#	Responses	Date
1	Nahed Ali Nahedsaaeed@yahoo.com	10/19/2016 7:51 PM
2	-	10/18/2016 8:35 PM
3	Lisa King lyking2065@gmail.com	10/18/2016 10:48 AM
4	Test	10/17/2016 9:38 AM

### Q1 How did you hear about London and Area Works Job Fair, Click all that apply

Answered: 13 Skipped: 0

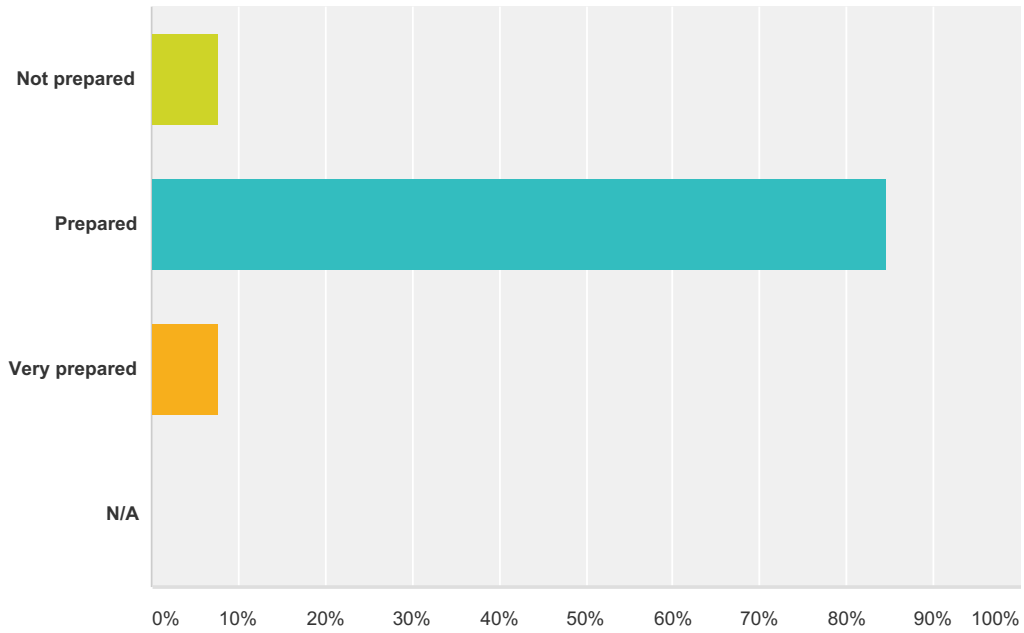


Answer Choices	Responses
LEDC Outreach	38.46% 5
Community Agency	15.38% 2
Social Media	30.77% 4
Radio	7.69% 1
TV	0.00% 0
Other (please specify)	15.38% 2
<b>Total Respondents: 13</b>	

#	Other (please specify)	Date
1	past experience	10/19/2016 10:04 AM
2	Colleagues	10/18/2016 10:02 AM

## Q2 Overall, did you find the job seekers well prepared?

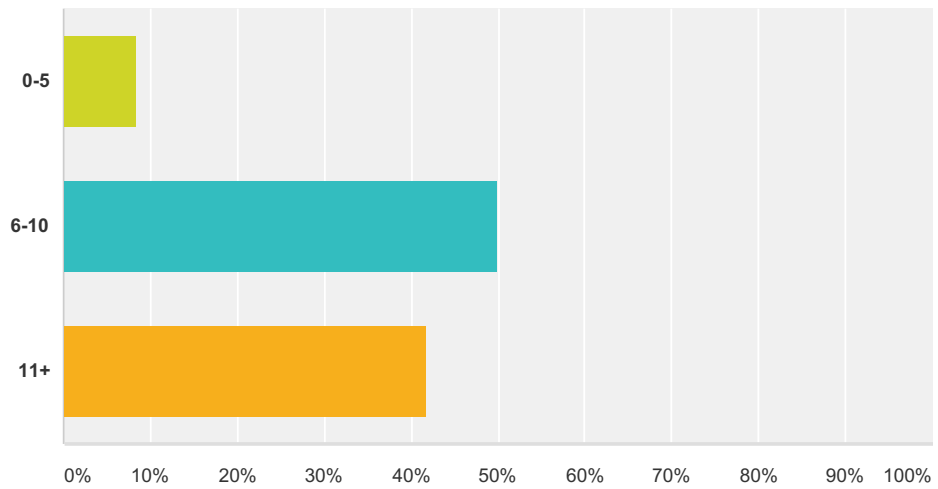
Answered: 13 Skipped: 0



Answer Choices	Responses
Not prepared	7.69% 1
Prepared	84.62% 11
Very prepared	7.69% 1
N/A	0.00% 0
<b>Total</b>	<b>13</b>

### Q3 As a result of the job fair, how many attendees do you plan to interview?

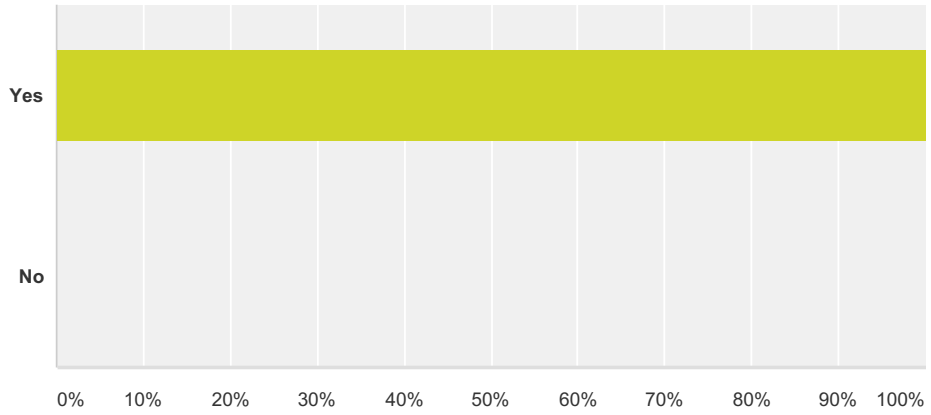
Answered: 12 Skipped: 1



Answer Choices	Responses
0-5	8.33% 1
6-10	50.00% 6
11+	41.67% 5
<b>Total</b>	<b>12</b>

### Q4 Would you attend as an exhibitor again?

Answered: 13 Skipped: 0



Answer Choices	Responses
Yes	100.00% 13
No	0.00% 0
<b>Total</b>	<b>13</b>



## London and Area Works Job Fair - Employers

### Q5 Please share suggestions for improvements- before and during the event

Answered: 8 Skipped: 5

#	Responses	Date
1	Event was great. No current suggestions.	10/20/2016 10:38 AM
2	the space was good, but the floor was super hard concrete, which seems petty to complain about but it was hard on the feet after 5 hours.	10/19/2016 10:04 AM
3	Set up/take down time was well organized; didn't feel rushed or under promised. We were set up directly beside our only competitor there.	10/18/2016 11:10 AM
4	We had a shared booth - unfortunately the applicants were frequently surprised by this and were put in a tricky situation. I would suggest / request that you add an A/ B to the booth numbers to make it clearer to the applicants. I would suggest offering workshops for how to apply for jobs at the same time. Note to exhibitors to bring hand sanitizer or have it available :)	10/18/2016 10:15 AM
5	We were almost across from the City of London booth and their lineup interfered with traffic flow.	10/18/2016 10:11 AM
6	No real suggestions but I did want to comment on the excellent spacing of the booths. Lots of rooms in the center and not crammed together. The water bottles on the table were also very appreciated!	10/18/2016 10:11 AM
7	Only negative was that our company did not have their jobs posted on hand out sheet for all the job seekers, even tho we had submitted in our listing on time. We had many people pass by our booth because they did not know what positions we were hiring for.	10/18/2016 10:05 AM
8	Overall the job fair was well set up and the location was good. Our problem is that we are not a London company and when we called people for interviews they then told us they wouldn't drive to Stratford. We told every applicant where we were located.	10/18/2016 10:05 AM

London and Area Works Job Fair - Employers

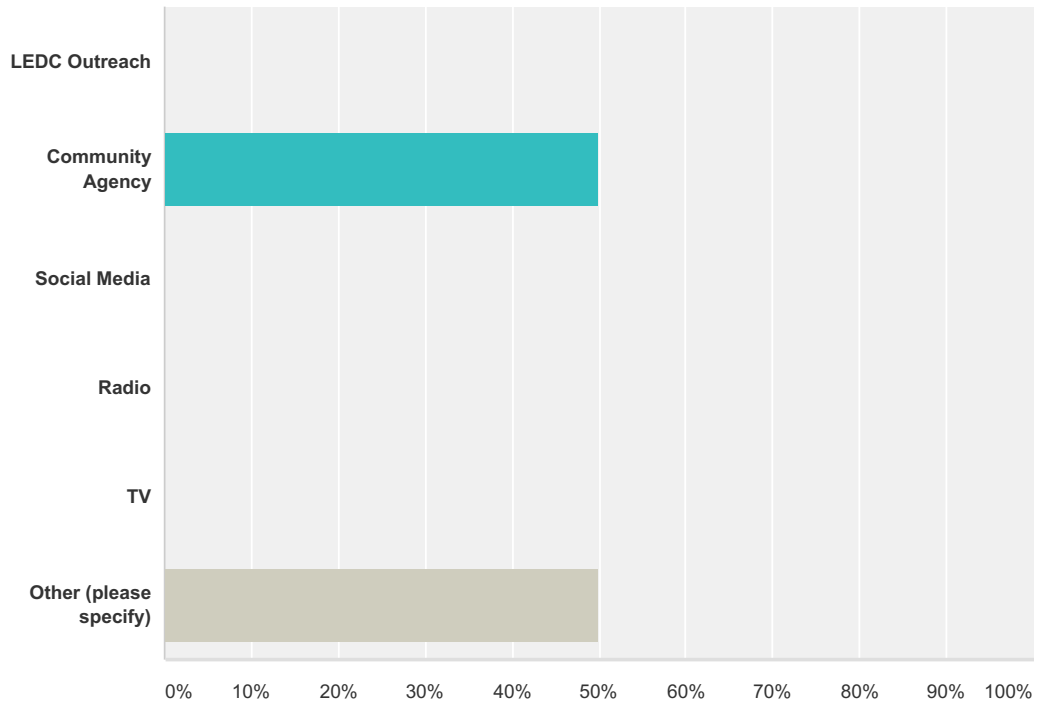
**Q6 Testimonials: If you would like to provide a testimonial to help us promote the April 25, 2017 event, please do so here. (Please provide, your name, email & company)**

Answered: 1 Skipped: 12

#	Responses	Date
1	We attended the fall Job fair and were thrilled with the level off applicants we received. Not only did we get more applications than expected they had the skills and qualifications we were looking for. Meeting the applicants at the job fair enabled us to streamline our hiring process. We look forward to attending again.	10/18/2016 10:15 AM

### Q1 How did you hear about London and Area Works Job Fair, Click all that apply

Answered: 2 Skipped: 0

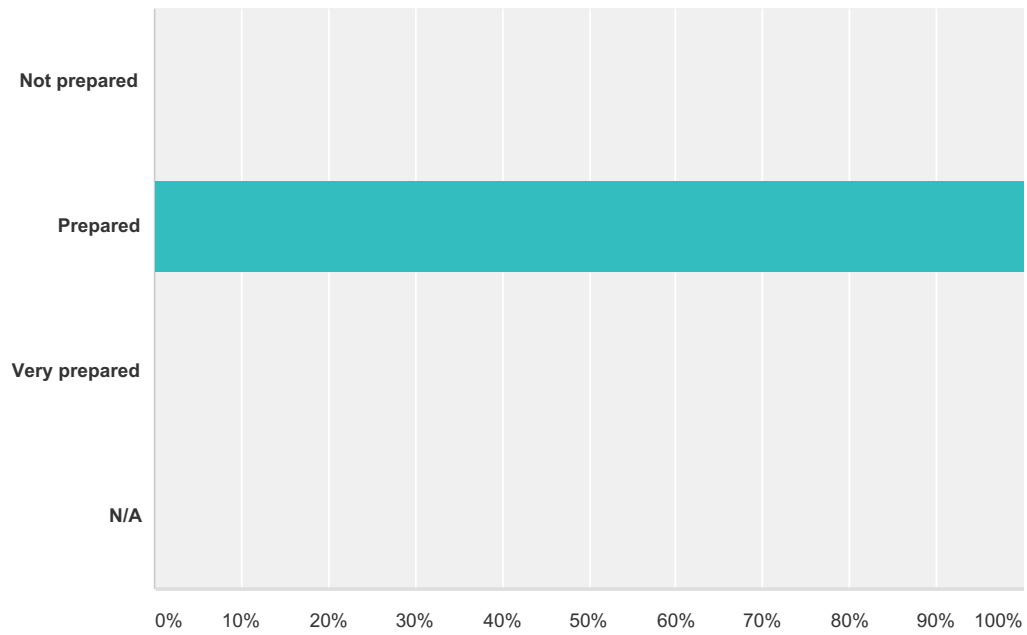


Answer Choices	Responses
LEDC Outreach	0.00% 0
Community Agency	50.00% 1
Social Media	0.00% 0
Radio	0.00% 0
TV	0.00% 0
Other (please specify)	50.00% 1
<b>Total Respondents: 2</b>	

#	Other (please specify)	Date
1	My boss. Not sure where she heard about it.	10/19/2016 9:53 AM

## Q2 Overall, did you find the job seekers well prepared?

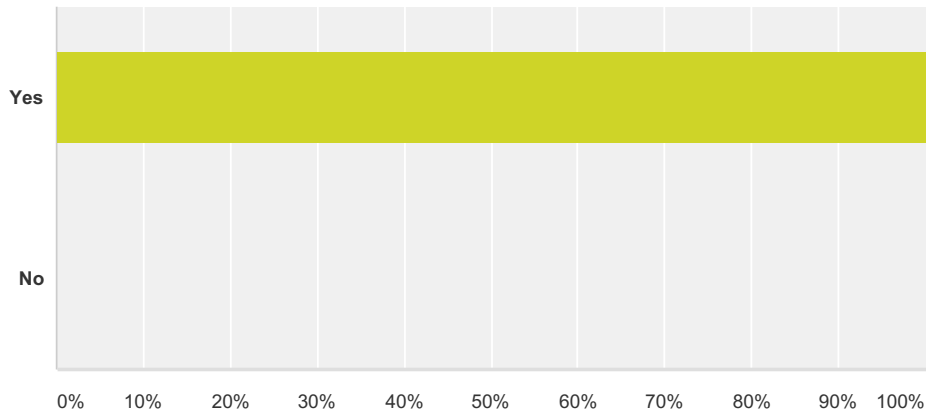
Answered: 2 Skipped: 0



Answer Choices	Responses
Not prepared	0.00% 0
Prepared	100.00% 2
Very prepared	0.00% 0
N/A	0.00% 0
<b>Total</b>	<b>2</b>

### Q3 Would you attend as an exhibitor again?

Answered: 2 Skipped: 0



Answer Choices	Responses
Yes	100.00% 2
No	0.00% 0
<b>Total</b>	<b>2</b>

### Q4 As a result of the job fair, what actions are you taking?

Answered: 2 Skipped: 0

#	Responses	Date
1	followed up with job seekers who are looking for additional job search help, lined up a few guest speakers, set up some info interviews	10/20/2016 10:25 AM
2	I gained a few leads from other exhibitors, as well as a few applicants to screen for potential job openings that we currently have.	10/19/2016 9:53 AM

## Q5 Please share suggestions for improvements- before and during the event

Answered: 2 Skipped: 0

#	Responses	Date
1	nothing, went well	10/20/2016 10:25 AM
2	Huge improvements from the spring regarding space. Spacious location, great organization before and after. Perhaps adding a "networking" time before the event starts to talk to other exhibitors about their current obstacles.	10/19/2016 9:53 AM

**Q6 Testimonials: If you would like to provide a testimonial to help us promote the April 25, 2017 event, please do so here. (Please provide, your name, email & company)**

Answered: 1 Skipped: 1

#	Responses	Date
1	This is a great event all around! We were especially impressed with the setup at the last one, where it was very spacious with excellent amenities. The turnout was great and allowed for many networking opportunities for both job seekers and exhibitors. SRG Janalynn Vanderkant <a href="mailto:jvanderkant@srghr.com">jvanderkant@srghr.com</a> Ashley Helps <a href="mailto:ahelps@srghr.com">ahelps@srghr.com</a>	10/19/2016 9:53 AM





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