



# Using Career Fairs To Generate Revenue Within 72 Hours

## Background

Home Care Assistance provides older adults with quality care that enables them to live happier, healthier lives at home. Their services are distinguished by the caliber of their caregivers, the responsiveness of their staff, and their expertise in home care.

## Challenge

Jacqueline Lara is the Hiring Manager at Home Care Assistance in Fort Worth Texas. Due to agency growth and a busy recruitment season, Jacqueline needed to double monthly hires. She was looking for a creative way to achieve this result knowing that she couldn't double her amount of time to recruit.

“*The Career Fair was a big success! We were able to get Caregivers on cases within a few days after the event, and not having to sift through hundreds of resumes saved me valuable time!*”

**Jacqueline Lara**

Hiring Manager

## Solution


Jacqueline turned to myCNAjobs to promote a single-day hiring event on-site at her office. She spoke with a myCNAjobs Account Strategist to select a date for the career fair and craft an invitation to entice local caregivers to attend. Through the invitation, Jacqueline promoted immediate openings and told a strong story about the benefits of working for her agency. While myCNAjobs got to work on promoting the event, Jacqueline kept the pedal down on her other recruitment strategies.

## Result

Jacqueline hit her goal! The career fair was a smashing success. Twenty-five caregivers attended and were interested in joining in her team. What's better? She had caregivers working within 72 hours.

 **Attendees: 25**

 **Employment Offers: 10+**

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