



REVERSE JOB FAIR PLANNING TOOLKIT



RUTGERS HEALTH

**The Boggs Center
on Disability and Human Development**

Robert Wood Johnson Medical School

WHAT IS A REVERSE JOB FAIR?

Traditionally, a job fair is an organized event with exhibits from prospective employers for job seekers to explore. A **reverse job fair** flips the focus of the event so that job seekers exhibit and employers explore. The reverse job fair provides an opportunity for job seekers with developmental disabilities to showcase their skills, experiences, and personalities in unique ways, and leads to more authentic conversations with employers about what they could bring to the job.

WHAT YOU WILL FIND IN THIS TOOLKIT:

PAGE 3

Reverse Job Fair Planning Tool for determining the best date, time, and location for your event as well as considerations for enlisting job seekers



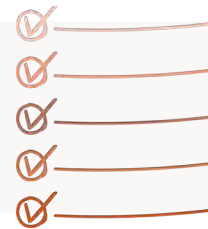
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Marketing Checklist to help you promote your event



PAGE 5

Day of Event Materials Checklist to keep track of what will be needed on the day of the job fair and who will be responsible for making sure it is at the event location



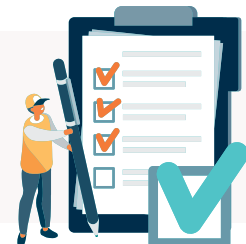
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Day of Event Staffing List to record staff that will be needed to fulfill responsibilities on the day of the job fair



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Job Seeker Checklist to help you prepare job seekers for the event and make sure they have everything they'll need to successfully present themselves to potential employers



REVERSE JOB FAIR PLANNING TOOL

This tool is designed to assist you in planning your reverse job fair. It provides key considerations for determining the best date, time, and location for your event, and how to enlist job seekers.



EVENT INFORMATION

Use this column to record the details of your event

Date: Consider holidays and other events that may be impactful

Time: When choosing time of day, consider when employers can make the most of their time out of office, such as during morning/breakfast or afternoon/lunch hours

Location: Consider the following:

- a separate space to receive attendees
- adequate space to network
- space to account for any sensory needs

Job Seekers:

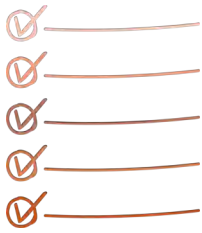
- Present the reverse job fair to job seekers
- Have a written agreement with job seekers to confirm their participation in the event
- List confirmed job seekers in the column to the right

MARKETING CHECKLIST

All marketing should be started at least **2 months** prior to the event. **Two weeks** prior to the event, another round of all the marketing should be done, including follow-up to prior distribution and invitations.



	Details Needed	Responsible Party	Date Completed
Event Branding	<ul style="list-style-type: none"> • Title for the event • Logo • Organization information • Partnering organizations 		
Flyer Information	<ul style="list-style-type: none"> • Date • Time • Location • Who is invited to the event (<i>business owners, hiring managers, personnel departments, etc.</i>) 		
Flyer: In-Person Distribution	<ul style="list-style-type: none"> • Direct to businesses/employers • Post on community boards local to event space • Distribute to business partners, township offices, libraries, community centers, and police departments local to event space 		
Flyer: Email Distribution	<ul style="list-style-type: none"> • Share with Local Chamber of Commerce and ask to distribute to members • Send to other business networking groups in the area • Ask your Board of Directors to share • Send to businesses your agency does business with • Share with funding sources, DVRS counselors, and Support Coordinators 		
Virtual distribution (including social media)	<ul style="list-style-type: none"> • Company website • Facebook • LinkedIn • Twitter • Instagram 		



DAY OF EVENT MATERIALS CHECKLIST

This list helps event organizers think of everything that will be needed on the day of the reverse job fair. Use the checklist to keep track of what is needed and who will be responsible for making sure it is at the event location.

	Quantity	Responsible Party	Completed
Equipment	Tables: Consider tables needed for: <ul style="list-style-type: none"> • participants • registration/information • refreshments • agency information 		
	Tablecloths		
	Audio/Visual Equipment: <ul style="list-style-type: none"> • Laptops (and chargers) • Projectors • Other 		
Signage	Agency branding <ul style="list-style-type: none"> • signs • information (brochures, flyers, etc.) 		
	Directional signs for: <ul style="list-style-type: none"> • the event location (placed outside) • registration • restrooms • refreshments 		
Attendees	One page list to include: <ul style="list-style-type: none"> • names of job seekers present • contact information 		
Food/Drinks	Beverages		
	Snacks (depending on time of day)		

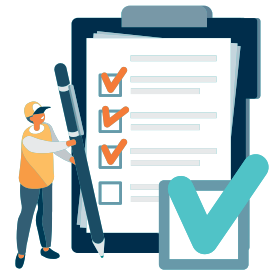
DAY OF EVENT STAFFING LIST

This list helps organizers record staff that will be needed to fulfill responsibilities on the day of the event. Each event is unique and may require more or fewer staff members on-site.



	Staff Name	Staff Name
Welcome/Registration Tables <ul style="list-style-type: none"> • 2 staff 		
Agency information tables <ul style="list-style-type: none"> • 2 staff 		
Job Coach support for: <ul style="list-style-type: none"> • • 		
Job Coach support for: <ul style="list-style-type: none"> • • 		
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JOB SEEKER CHECKLIST

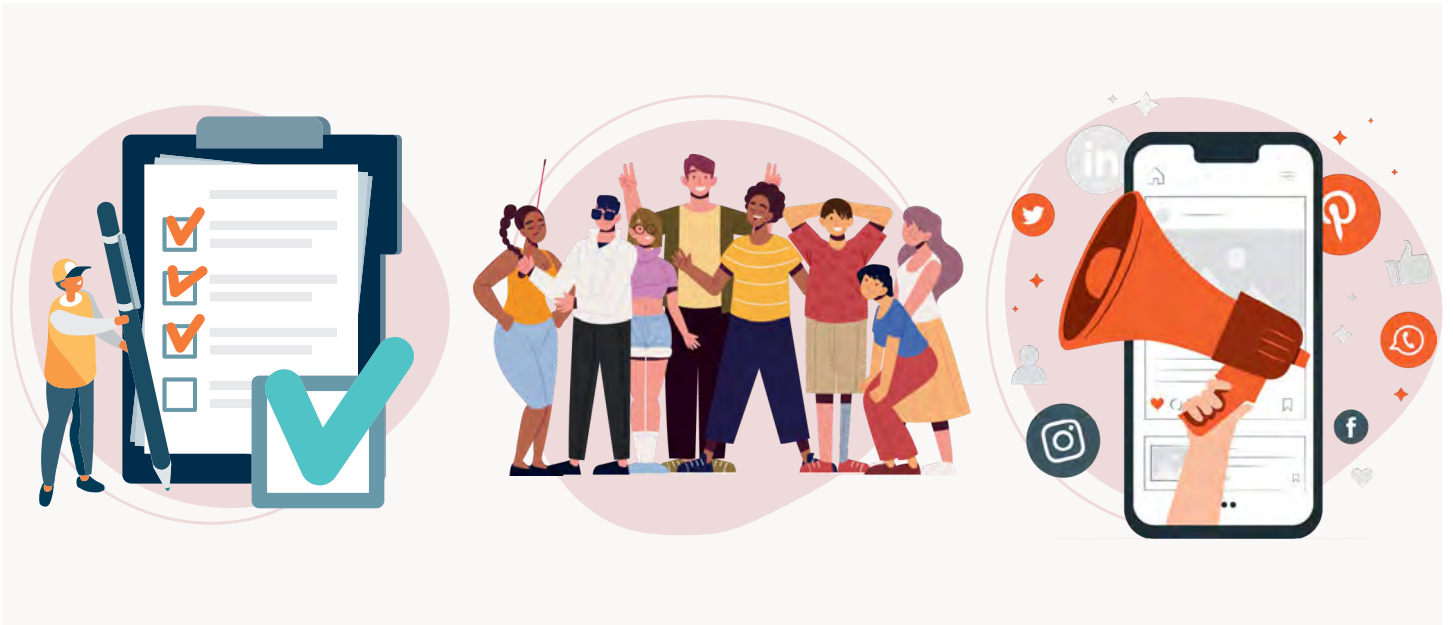


Participant name:

Date of Reverse Job Fair:

	Examples	Timeline	Completed
A job goal	<p>A job goal is an understanding of the job seeker’s interests, skills, and strengths that has been well thought-out and discussed, including:</p> <ul style="list-style-type: none"> • type of work • environment • industry <p>This should be specific based on an informative and thorough discovery process.</p>	<p>This process takes time, observation, and listening, and should be completed at least one week prior to the event.</p>	
Rehearsed “elevator pitch”	<p>A 10-second introduction that includes:</p> <ul style="list-style-type: none"> • name • type of work interested in • skills and strengths 	<p>Completed and rehearsed one week prior to event</p>	
Visual representation of skills and strengths <i>(one or all of these examples should be used)</i>	<ul style="list-style-type: none"> • trifold board with pictures/examples of skills and strengths • PowerPoint, Prezi, or other presentation on laptop or TV 	<p>Completed one week prior to event</p>	
Employment portfolio to display	<p>Folder, binder, or other tangible display for employers to look at, with:</p> <ul style="list-style-type: none"> • paper resume • reference letters • awards or certificates 	<p>Completed one week prior to event</p>	
Employer take-aways	<p>Something for employers to take with them, such as:</p> <ul style="list-style-type: none"> • a resume with contact information • business card • other item the job seeker would like to distribute 	<p>Copies made at least the day before the event</p>	

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