



# Recruitment Drive & Virtual Career Fair

## OBJECTIVE

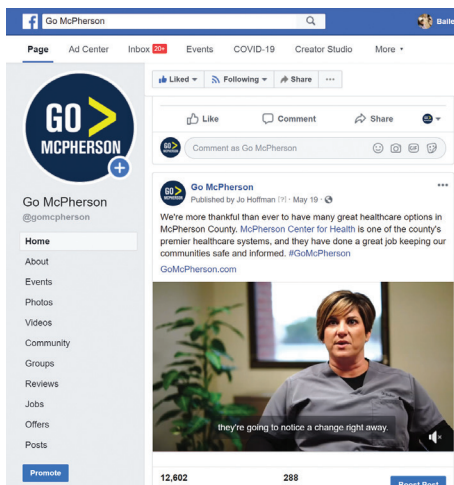
Drive key audiences to consider living and working in McPherson County in an innovative way.

## WHAT

A 2-month program centered around Manufacturing Day which uses our collective resources to fill open positions and identify talent. Our campaign will feature online promotion of McPherson County jobs and amenities, culminating with a high-tech virtual career fair.

## > Digital Media Campaign

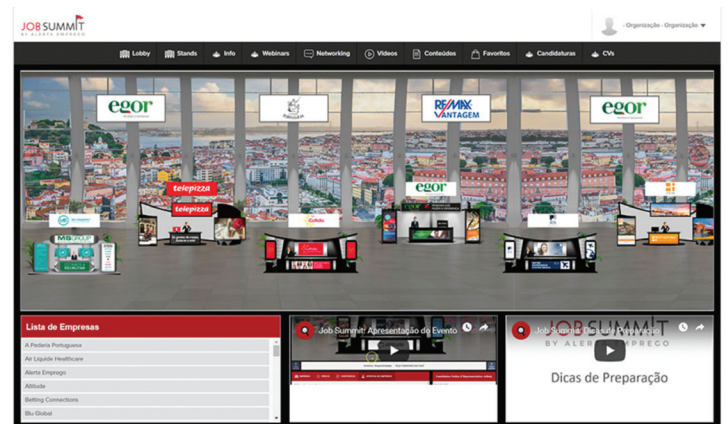
September - October



- Paid promotion of available jobs on GoMcPherson.com, Go McPherson's Facebook page, and YouTube
- Ongoing promotion of community amenities
- Positioning McPherson as a happening place to live and work

## > Virtual Career Fair

Friday, October 2



- Each employer has a custom virtual booth
- Ability to collect resumes
- Hold individual interviews
- Conduct live webinars
- Provide downloadable brochures, forms, etc.

Learn more  
about the Virtual  
Career Fair platform  
at vFAIRS.com

## GET INVOLVED

The Go McPherson team is ready to help you recruit great talent and promote your business. Sign up by July 31 and receive a 10% discount.

	GOLD LEVEL	SILVER LEVEL	GOVERNMENT/ NONPROFIT
<b>Pre-Event Promotion</b> <ul style="list-style-type: none"> <li>• Logo and link to your website on GoMcPherson.com</li> <li>• Call for appointments/interviews for your business before the event on Go McPherson social media channels</li> </ul>			
<b>Event Promotion</b> <ul style="list-style-type: none"> <li>• Paid promotion of the Virtual Career Fair so your businesses has plenty of qualified applicants to get acquainted with</li> </ul>			
<b>Virtual Career Fair Booth Space</b> <ul style="list-style-type: none"> <li>• Contact list/resumes</li> <li>• Hold interviews</li> </ul>			
<b>Video about Your Company/Available Jobs</b> <ul style="list-style-type: none"> <li>• Interview-style video with footage of your operation</li> <li>• Approximately 1-2 minutes in length</li> <li>• Video listing on GoMcPherson.com and Go McPherson's YouTube channel</li> <li>• Final video files for your use</li> </ul>			
<b>Facebook/Instagram Paid Promotion</b> <ul style="list-style-type: none"> <li>• Paid promotion of your company's video to job seekers in the area</li> <li>• Minimum: 5,000 impressions, 1,000 video views</li> </ul>			
<b>YouTube video Paid Promotion</b> <ul style="list-style-type: none"> <li>• Paid promotion of your company's video to job seekers in the area</li> <li>• 5,000 impressions, 1,000 video views</li> </ul>			
<b>Press release mention</b>			
	\$1200	\$500	\$250

Sign up by July 31st and receive a 10% discount

## SIGN UP

Kasi Morales, Executive Director  
McPherson Industrial Development Company  
Board of Public Utilities

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GO > MCPHERSON