



Recruitment Drive & Virtual Career Fair

OBJECTIVE

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

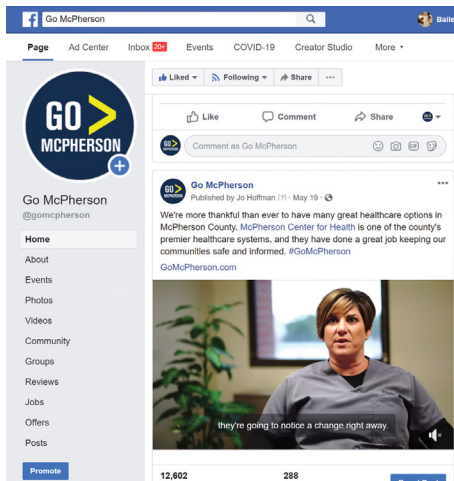
WHAT

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

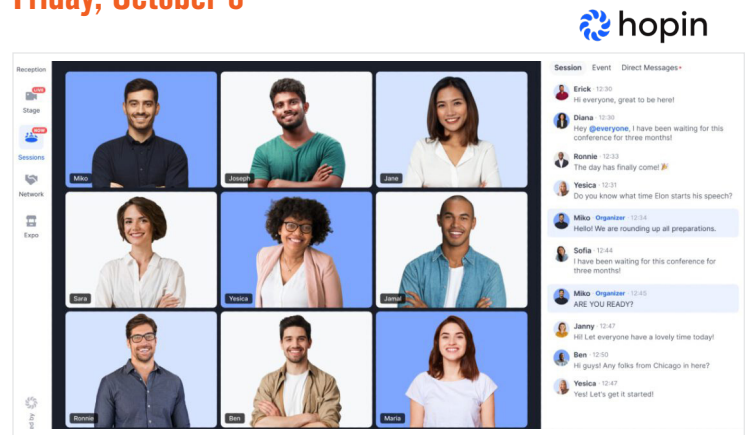
> Virtual Career Fair

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

Friday, October 8



- Custom virtual booth with live or prerecorded content (booth setup provided)
- Network with individuals or a group with in-booth text chat and video capability for up to 10 people on screen
- Scheduled sessions for prerecorded or live speakers, facility tours, webinars, and more
- Provide downloadable brochures, forms, etc.

Learn more about the Hopin platform [here](#).

GET INVOLVED

The Go McPherson team is ready to help you recruit great talent and promote your business.

	PLATINUM LEVEL	GOLD LEVEL	SILVER LEVEL	BRONZE LEVEL (up to 5 employees)
Pre-Event Promotion <ul style="list-style-type: none"> • Logo and link to your website on GoMcPherson.com • Call for appointments/interviews for your business before the event on Go McPherson social media channels 				
Event Promotion <ul style="list-style-type: none"> • Paid promotion of the Virtual Career Fair so your businesses has plenty of qualified applicants to get acquainted with 				
Virtual Career Fair Booth Space <ul style="list-style-type: none"> • Contact list • Hold interviews 				
Video about Your Company/Available Jobs <ul style="list-style-type: none"> • Interview-style video with footage of your operation • Approximately 1-2 minutes in length • Video listing on GoMcPherson.com and Go McPherson's YouTube channel • Final video files for your use 		Video provided by exhibitor		
Facebook/Instagram Paid Promotion <ul style="list-style-type: none"> • Paid promotion of your company's video to job seekers in the area • Minimum: 5,000 impressions, 1,000 video views 				
YouTube video Paid Promotion <ul style="list-style-type: none"> • Paid promotion of your company's video to job seekers in the area • 5,000 impressions, 1,000 video views 				
Press release mention				
	\$1500	\$850	\$150	\$50

Don't miss out on this exciting opportunity!

SIGN UP

Kasi Morales, Executive Director
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GO > MCPHERSON