

17 WAYS TO GROW

Your association's career center through events and meetings

All you need is the right career center technology and some proven techniques.



Your career center can

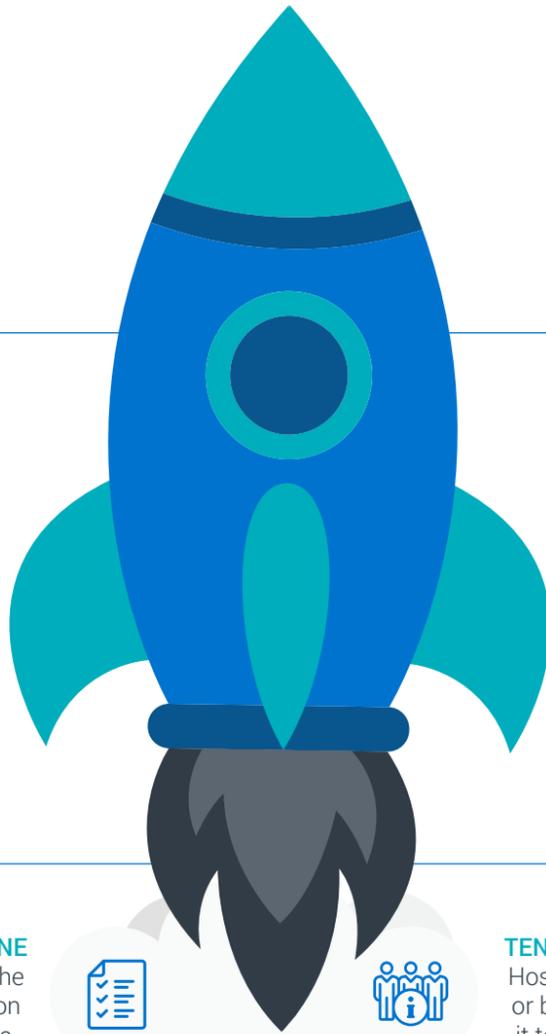


Offer a huge member benefit by connecting members with their next great new hire or career opportunity.

Be a source of revenue for your organization through paid job ads, sponsorships, and other fee-based products.

At the same time, your members look to your organization for learning and networking opportunities, so you likely already spend significant time creating events and meetings with informative content, quality speakers, and valuable networking opportunities to meet those needs.

Why not leverage those events and meetings to grow your career center?



ONE

Include a page highlighting the career center and its benefits on your meeting or event microsite.



TEN

Host a career skills session, résumé review, or business headshots at your event. Brand it to be "sponsored" by your career center.

TWO

Set up a booth at your event to promote your career center.



ELEVEN

Host an online networking or résumé review event and invite industry experts and career coaches to provide insights to your members.

THREE

Display signage at your in-person annual meeting or other events, promoting your career center.



TWELVE

Host a virtual career fair to connect job seekers and employers and engage members.

FOUR

Promote your career center in your event program book or guide.



THIRTEEN

Promote your upcoming virtual career fair to event attendees. Let them know it's a FREE benefit of being a member.

FIVE

Host an in-person career fair "sponsored" by your career center.



FOURTEEN

Reach out to active employers registered on the career center as lead generation for corporate sponsorships.

SIX

Include a career center promotional insert in your events' goodie bags.



FIFTEEN

Make sure your corporate sponsorship levels include a virtual career fair booth.

SEVEN

Have a bank of computer terminals available for use at your event, and set the career center as the default home page. Encourage attendees to create career center profiles and upload their résumés on site.



SIXTEEN

Package job postings with sponsorship levels, where job posting credits increase with higher levels of sponsorship. For example: Silver Sponsors could receive five job posting credits, Gold Sponsors 10, etc.

EIGHT

Include career center products (job inventory, featured employer banner, résumé subscription, etc.) as upsells for exhibitors of your in-person events.



SEVENTEEN

Package employer branding opportunities with sponsorship packages such as complimentary banner advertisement, complimentary "featured employer" status, and complimentary employer banners in job emails.

NINE

Hand out flyers at your events with a coupon code for a career center discount (for sponsorships, posting jobs, or other fee-based items).



Take the next step

Using YM Careers as your career center solution and services, you can implement these (and more!) proven techniques to generate revenue and provide valuable member benefits.

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