

Canada's Largest Virtual Job Fair Is Making History Plus Helping The Nation Reopen The Economy

COVID-19 brought an abrupt end to the classic face-to-face job fair. In turn that meant that virtual job fairs rapidly took on new importance. Many governments, schools, companies and non-profits are actively seeking new talent to help them recover from the impact of COVID. People who were laid off are now seeking a new job. All these parties can get together virtually and in Canada, the biggest such event is the In-TAC National Virtual Career Expo (#VCE8) October 6-7, 2020. www.in-tac-expo.com

The VCE format was conceived just four years ago by the Ottawa-based International Talent Acquisition Centre (In-TAC). In-TAC is an employment servicing agency, with a national presence and international reach. In-TAC has a mandate to bridge, train, and connect Canadian newcomer professionals, Canadian professionals, and international talent, across varying Canadian sub-sectors, especially the IT sector. This year one of our Gold partners is the Kanata North Business Association. As part of VCE8 they will host a second job hall, "Discover Technata Virtual Job Fair" with 60+ companies from Canada's largest tech and research park.

How rapidly is Canada's biggest virtual job fair growing?
VCE7 had 12,000 jobseekers. VCE8 expects up to 20,000
VCE7 had 70 organizations offering jobs. VCE8 will have 110+



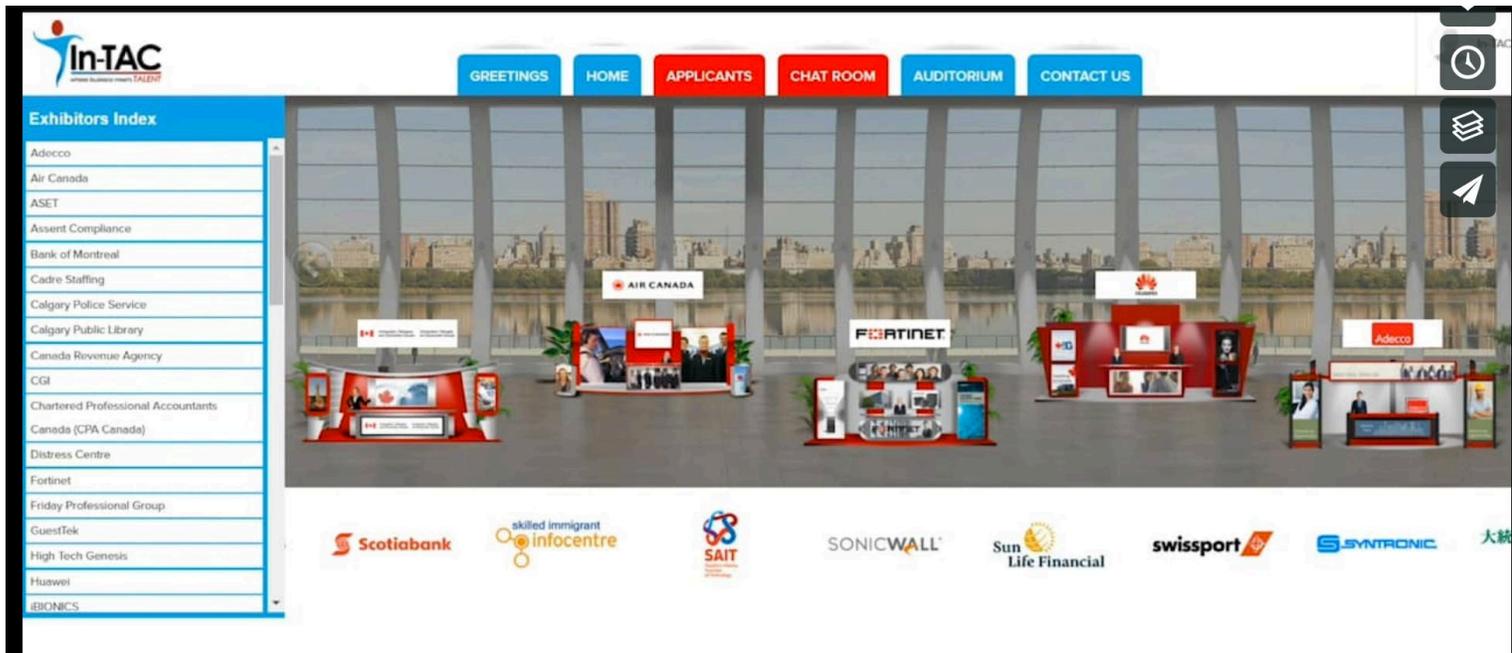
VCE7 had some 1,800 jobs. VCE8 expects to offer nearly 4,000 jobs

Universum, a Swedish firm that works with employers on branding, released its latest survey and found 86% of firms expect hiring to remain level if not rise in 2020 while 82% say they have adopted some form of video recruiting methods.

A CNBC report in August noted that 80% of recruiters see hiring being a virtual activity for the foreseeable future. There is also the cost factor of staging a virtual vs a face-to-face event.

vFAIRS did an analysis and put the virtual event at about one-third the cost of a traditional job fair.

Most job fairs might offer a couple of hundred jobs a few dozen firms and 1,000 job seekers. The In-TAC VCE8 dwarfs those events. But there is no doubt the virtual job fair has become much more popular due to COVID-19 but there are many other benefits for companies and job seekers.



A screenshot of VCE7 job fair hall featuring a list of exhibitors plus a moving scroll of virtual booths. Click on a booth to visit that company.

For employers, the platform used by In-TAC creates a branded digital environment where you post videos and other information about your company and list your jobs. You can text, video or phone chat with candidates in real-time. This virtual environment eliminates the need for exhibitors or attendees to invest in expensive travel or lose out on valuable networking opportunities due to geographical distances. Also, the potential to reach many more skilled candidates who can post resumes in advance so recruiters can use resume search tools, and shortlist the best talent saves more time and money. Overall hiring efficiency increases and that cuts the cost of talent acquisition for the employer.



Jobseeker getting ready for virtual job fair

As for the job seeker, a virtual job fair lets you connect with multiple employers without leaving your home all you need is an Internet connection. Preparing for the virtual job fair is very similar to the traditional events, with some additional elements. You don't have to factor in travel time and costs while the virtual event greatly expands the number of companies you can consider.

Visit the www.in-tac-expo.com platform to both check out participating companies, and register for the event.

- Be sure to research the companies that are participating.
- Be sure to dress for success.
- Be sure you are ready to accept a Work From Home job offer.
- This is a virtual event so be sure to practice looking into the camera for your interview. Always maintain eye contact.
- Be sure you know your key messages and answers to expected questions. Be sure audio and video on your computer are working correctly.

Before COVID-19 changed our world, the experts said more than 80% of job seekers use online tools to hunt for a job, and 45% apply for a job online. In-TAC #VCE8 is an effective leader of the modern job market that is moving into the virtual space even more. In-TAC has built up the technical expertise to ensure a seamless experience and has the contact to be able to attach companies like AECON, IBM, SNC Lavalin, and Insight Canada plus municipal Economic Development agencies such as Winnipeg and Moncton, provincial talent development agencies such as Nova Scotia's and schools such as Ottawa's Carleton University.

Join us as we make employment history at #VCE8!

**In-TAC National Virtual Career Expo (#VCE8) October 6-7,
2020**

www.in-tac-expo.com