



CAREER OPPORTUNITIES EXPO: MAKING A CONNECTION

FEBRUARY 26, 2016

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CURRENT PARTICIPATION

54 Exhibitors

- Industry leaders
- State agencies
- Trades
- City Colleges
- Job seeker services
- Training partners
- Community organizations

550+ Registrants



WORKSHOPS

- Resume Writing
- Interviewing Skills
- IllinoisJobLink
- Getting Into the Trades
- Women in the Trades
- Apprenticeships for Job Seekers
- Tollway and State Employment Opportunities



PROMOTIONAL OUTREACH

- Community calendars
- Targeted I-PASS customer email
- Emails to prior event attendees
- Illinois Department of Employment Security email
- Tollway Job Alert email
- Other state agency emails
- News release
- Social media
- Tollway website
- Radio PSA
- TV PSA
- Local media pitch
- Posters in community businesses
- Grassroots outreach - "pluggers"



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THANK YOU