



CAREER FAIR EVENT CHECKLIST FOR TRANSPORTATION ORGANIZATIONS

1. INITIAL PLANNING STAGE (6 MONTHS BEFORE EVENT)

- ✓ *Meet with internal stakeholders to establish the event's core objectives, hiring goals, and desired outcomes (e.g., job titles, departments).*
- ✓ *Determine the date, time, and venue of the event.*
 - *If hosted at your location, planning timeframes may be shorter.*
 - *If hosted off-site, extended planning is required.*
- ✓ *Appoint a lead coordinator to manage the event.*
- ✓ *Form an organizing committee and define clear roles and responsibilities.*
- ✓ *Conduct kickoff meetings to discuss event format (e.g., resume screening, interviews, testing), brainstorm strategies, and align logistics.*
- ✓ *Choose a theme or focus area for the event (e.g., "Beyond the Operator: Careers in Modern Transit").*
- ✓ *Draft a preliminary budget outlining projected expense(s).*
- ✓ *Secure appropriate cost-center numbers for financial tracking.*
- ✓ *Identify required paperwork and determine quantities for each form.*
- ✓ *Identify potential external partners, sponsors, and stakeholders.*

2. PLANNING STAGE (3–4 MONTHS BEFORE EVENT)

- ✓ *Finalize event goals and metrics (if not completed earlier).*
- ✓ *Confirm venue or virtual platform.*
- ✓ *Refine and finalize budget, including the venue, staffing, marketing, supplies, etc.*
- ✓ *Identify the target audience (e.g., students, job seekers, industry professionals).*
- ✓ *Create a project timeline with assigned responsibilities.*
- ✓ *Invite or confirm keynote speakers (if applicable).*
- ✓ *Ensure that a security plan is in place as soon as date/time is finalized.*
- ✓ *Secure event security.*

3. MARKETING & PROMOTION (3–4 MONTHS BEFORE EVENT - DEPENDS ON FORMAT)

- ✓ *If no resume pre-screening is required (e.g., Open House format), begin promotion 3 months prior.*
- ✓ *If resume pre-screening and invitations are required, begin promotion and outreach 4 months prior.*

Tasks:

- ✓ *Design branding elements (e.g., logo, theme, graphics).*
 - ✓ *Develop promotional materials (flyers, posters, email blasts).*
 - ✓ *Create an event landing page or microsite (allow 10+ days for development).*
 - ✓ *Promote across social media, newsletters, and partner platforms.*
 - ✓ *Reach out to schools, universities, and local organizations at least 21 days prior to resume deadline (schools often require more lead time).*
 - ✓ *Open registration (via online form or ticketing system) 21–30 days before the event.*
 - ✓ *Send confirmations and reminders to selected or qualified candidates 14 days prior.*
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4. LOGISTICS & SUPPLIES (3 MONTHS BEFORE THE EVENT)

- ✓ *Plan event layout: tables, chairs, signage, booths, registration area.*
 - ✓ *Assign responsibility for setup logistics and required paperwork.*
 - ✓ *Contact IT Support to confirm Wi-Fi and tech needs.*
 - ✓ *Coordinate availability of on-site tech support.*
 - ✓ *Prepare name badges for all staff and participating partners.*
 - ✓ *Print materials (maps, programs, signage, feedback forms, QR codes).*
 - ✓ *Organize giveaways, swag, and raffle items (if applicable).*
 - ✓ *Plan and submit for approval: food, refreshments, and associated budget (if applicable).*
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5. STAFFING & VOLUNTEERS (1 MONTH BEFORE EVENT)

- ✓ *Recruit and train volunteers.*
- ✓ *Assign specific roles (e.g., registration, tech support, greeters, floaters).*
- ✓ *Hold a pre-event briefing session for all staff and volunteers.*

5. STAFFING & VOLUNTEERS (1 MONTH BEFORE EVENT) CONTINUED...

- ✓ *Create a contact sheet of all key personnel, vendors, and volunteers.*
- ✓ *Submit room reservations for all on-site spaces.*
- ✓ *Conduct a “Run of Show” walkthrough and final coordination meeting.*

6. DAY BEFORE THE EVENT (1 DAY BEFORE EVENT)

- ✓ *Review and confirm room setup and layout.*
- ✓ *Test all AV equipment, Wi-Fi, and printers (if required).*

7. DAY OF THE EVENT

- ✓ *Set up signage, employer booths, and registration/check-in areas.*
- ✓ *Brief staff and volunteers on responsibilities and schedule.*
- ✓ *Greet partners and attendees upon arrival.*
- ✓ *Manage the flow of participants and address issues as they arise.*
- ✓ *Announce scheduled sessions, raffles, or speakers as applicable.*
- ✓ *Collect feedback forms and monitor engagement.*

8. POST-EVENT (1 DAY THRU 1 WEEK POST EVENT)

- ✓ *Send thank-you emails to partners, volunteers, and attendees.*
- ✓ *Share the event highlights and photos via social media and internal channels.*
- ✓ *Analyze attendee and employer feedback.*
- ✓ *Conduct a debrief meeting and report on metrics (attendance, ROI, etc.).*
- ✓ *Document lessons learned and suggestions for future events.*
- ✓ *Compile a final event report, including key data, outcomes, and recommendations.*