

AAN Virtual Career Fair

WHEN IS IT?

Daily, Monday, October 18–Friday, October 22 from 4:00 p.m.–7:00 p.m. ET
Booth reservation deadline: October 1, 2021 (or until 40 booths are sold)

WHAT IS THE COST?

- \$595 plus the cost of an online ad on *AAN.com* (online-only packages start at \$525)
- SAVE! Purchase five or more advertising packages that run through the October 22 event date and receive Virtual Career Fair registration for free

WHAT IS IT?

A unique virtual career event designed to support AAN member job seekers looking for a new opportunity.

- Open to all employers but capped at 40 to ensure expectations are met
- Virtual event but a very different format:
 - Job seekers surveyed—privacy was a barrier to participation
 - Off-the-shelf career fair software options did not offer significant privacy for the job seeker
 - Solution: Internally developed solution using Neurology Career Center software and Zoom

HOW DOES IT WORK?

1. BOOTH

An employer “booth” is constructed on the *Career Center Events page*.

- Job seekers are sent to this link to participate.
- Think of this as your booth at a live physical event in an exhibit hall.

2. INTERVIEW

Candidates completing an application are sent to a Zoom breakout room for the specific employer; candidate information is not available to any employer unless they apply for a job.

- Think of this as a private interview room you might have access to at a live physical event.
- Zoom is offered but you can use the video interview software of your choice.

3. CANDIDATE OUTREACH

Employers have access to a public CV database of 540+ job seekers to search for and reach out to potential applicants.

- Pre-registration for the Virtual Career Fair is not required for job seekers.
- No participant list will be made available after the event.

WHY SHOULD YOU PARTICIPATE?

1. You need to hire in neurology.
2. The AAN is the world's largest association of neurologists with more than 36,000 members.
3. The Virtual Career Fair is an affordable recruitment option—no exhibit hall fees or transportation costs.
4. Shorten your hiring timeline with same-day candidate interviews.
5. July 2021 Virtual Career Fair stats:
There were 528 job views during the 5-hour long event. 20 job seekers completed applications. An additional 39 job seekers opted to just enter the Zoom environment and were matched with employers.

SUGGESTIONS FOR SUCCESS

1. Neurology is a health professional shortage area. There are more open positions than available candidates.
 - Use the Virtual Career Fair technology to showcase your open position(s) with a detailed profile, video links, and images.
2. The Neurology Career Center features neurology-only opportunities.
 - A job title of only Neurology or Neurologist is often not enough to entice a job seeker to explore; job seekers search primarily by subspecialty or location.
3. While you can feature multiple open neurology positions in one ad, employers that advertised individual job openings separately had more success during the November 2020 Virtual Career Fair.
 - The \$595 Virtual Career Fair fee is waived if you purchase five or more packages that will run through October 22, 2021.

To learn about quantity and agency discounts or to order, contact Amy Schoch at:

