Memo

TO: Robert Benson

FROM: Jamie Brooks

DATE: February 8, 2017

SUBJECT: Increased Job Fair Attendance

At your request, I have been reviewing the attendance for the Greater Baltimore Job Fair over the past six years. As we discussed, there has been a significant increase in attendance, as reflected in the Attendance file below. The job fair is outgrowing the convention center facilities we typically use. I have looked into several different possible solutions for this issue.

The simplest possible solution would be to rent a larger space, possibly within the convention center. This would increase the cost of running the job fair, but we could easily recoup the money with a slight increase in the cost of registration. Alternatively, we could recoup the cost through more corporate sponsorship opportunities.

Another possibility would be to add on an extra day of the job fair. However, that is asking quite a bit from the companies that participate. It is difficult for these individuals to be out of the office for several days in a row, and we don’t want to discourage participation.

We could also look into developing more industry-specific job fairs; the ones we have already established have been very successful. I recommend that we constantly evaluate whether there is another breakout job fair needed by the community.

I have outlined the various options in the PowerPoint presentation below for use at the upcoming executive meeting. I am open to other solutions as well.