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**VIRTUAL**

CAREER FAIR

2020

## **Dereja Virtual Career Expo Event Concept Note Thursday, July 30<sup>th</sup>, 2020 9:00 am- 5:00 pm**

It is a known fact that Covid-19, has struck the global economy at an alarming rate. Even though job search and recruitment seem like an impossible task during this difficult time, looking for a job while practicing social distancing and without leaving home is possible. Since March Dereja has made the virtual transition to continue its activities online and now it's presenting the first Virtual Career Expo in Ethiopia. The virtual career expo is being organized in partnership with the Job Creation Commission office and with the support of the Mastercard Foundation. The aim of the virtual career expo is to support fresh graduates on their search for employment while enhancing their employability skills and to link them with employers with a virtual platform. For the past two years, Dereja has organized an annual career expo and managed to link over 6,000 graduates with employment opportunities. With this virtual approach, we are hoping to increase these numbers and bring over 5,000 potential candidates and 500 Dereja academy trainees to be scouted and prescreened by over 100 potential employers for an employment opportunity within this year.

### **Meet Dereja**

Established in 2016, it is a social enterprise of Ethiojobs whose objective is to tackle the youth unemployment problem in Ethiopia. Through this initiative, it provides job readiness and employability skills training for fresh graduates and organizes job fairs as a job linkage platform for graduates. Companies have found this model effective as they can now hire job-ready fresh graduates.

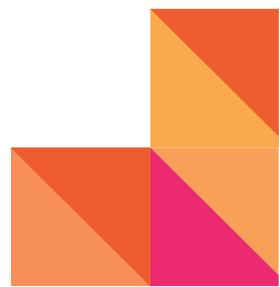
### **Event Details**

When? July 30, 2020

Where? Virtual Platform

Event Registration website- <http://careerfair.dereja.com/>

The virtual career expo will be a 1-day event where candidates will have the opportunity to network with potential employers as well as fellow candidates. Employers will not only have the opportunity to scout potential talent but will be invited to partake in a virtual HR conference. The platform will contain two banquet halls (50 booths in each room), where employers can set-up their booths to chat with candidates. The main auditorium (where the HR conference will take place). In the meantime, the virtual career expo is organized insightful webinars for the students to engage them while waiting on their turn for an interview and interact with employers.



## Event Break Down

The event format will be as follows:

- **Virtual HR Conference** – With the theme of “**Getting ahead with COVID-19**” the virtual HR conference will be held in parallel with the virtual career expo, on July 30, 2020. The attendees will include top employers, CEOs and HR managers, higher government officials, and presidents of different

universities. Speakers from selected organizations will be featuring important notions and a question and answer session will be held as well. At this conference, cross-cutting issues will be raised with Covid-19 as the main theme of discussion. Some of the topics that will be tackled include;

- ✚ Current experiences and lessons learned during the time of Covid-19
- ✚ Getting ahead of the next stage of the coronavirus crisis
- ✚ Post Covid-19 Employment intervention

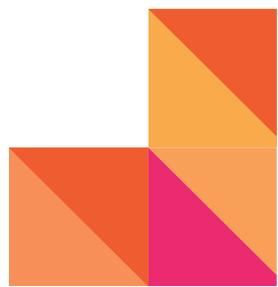
**The Virtual Career Expo-** The expo will empower job seekers to engage with employers, accelerate applicants, and job matching by using the virtual Job platform. The virtual setting will allow employers to promote their brand via custom virtual booths. Employers will have the freedom to search through the resume database and interview job seekers directly online. It will allow them to make the most of their attendance by enabling them to sift through the CVs of candidates shortlisting active job-seekers and scheduling interviews directly at the expo. Employers will have the ability to interview candidates in real-time via text, audio, or video chat. Job seekers will have easy access on the move since the platform is compatible with smartphones and tablet devices. Employers and students will be registering ahead on the career expo website two weeks prior to the event participants will receive their login access.

**Webinars-** The latest wave of fresh-faced and eager graduates will soon embark on their journey of entering the workforce, but with an unstable global economy, and many looking for employment at the same time. This webinar is prepared for students in order to explore topics such as **How to prepare for employment in a post-COVID-19 world.**

**Networking-** The real objective of the networking event is to boost engagement between employers and job seekers. There will be two breakaway rooms (one for employers and one for candidates, this will be an area where participants can openly mingle with one another or take a break). Personalized conversations will be held among employers and job seekers increasing the chances of prospective candidates converting to successful applicants.

## Tentative Event Schedule- July 30, 2020

- 9:00 am- 9:15 am** Welcome Address by Info mind Solution Founder/ CEO Mr. Yusuf Reja
- 9:15 am- 9:30 am** First Keynote Speech to be delivered by Commissioner for the Jobs Creation Commission, Federal Democratic Republic of Ethiopia, Dr. Ephraim T. Lemango
- 9:30 am- 9:45am** Second Keynote Speech to be delivered by MasterCard Foundation Ethiopia Country Head, Mr. Alemayehu Konde Koira
- 9:45 am- 10:00 am-** Networking Break- Virtual Career Expo officially opens
- 10:00 am- 12:30 pm -** Virtual HR Conference themed “**Getting ahead with COVID-19**”



**Event Notice-** We encourage employers to register early for the event as it is mandatory and from each organization, two representatives are required. For participation benefits and technical details, we advise you to read thoroughly the participation package enclosed with the event concept note. We also advise you to look out for our bi-weekly **Dereja Digest newsletter** circulated via email. For any inquiries regarding the event please use the email and phone number in the footnote and reach out directly to our employer's relation team-

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