



Grow Your Job Marketplace With Live Job Fairs

PRESENTED BY



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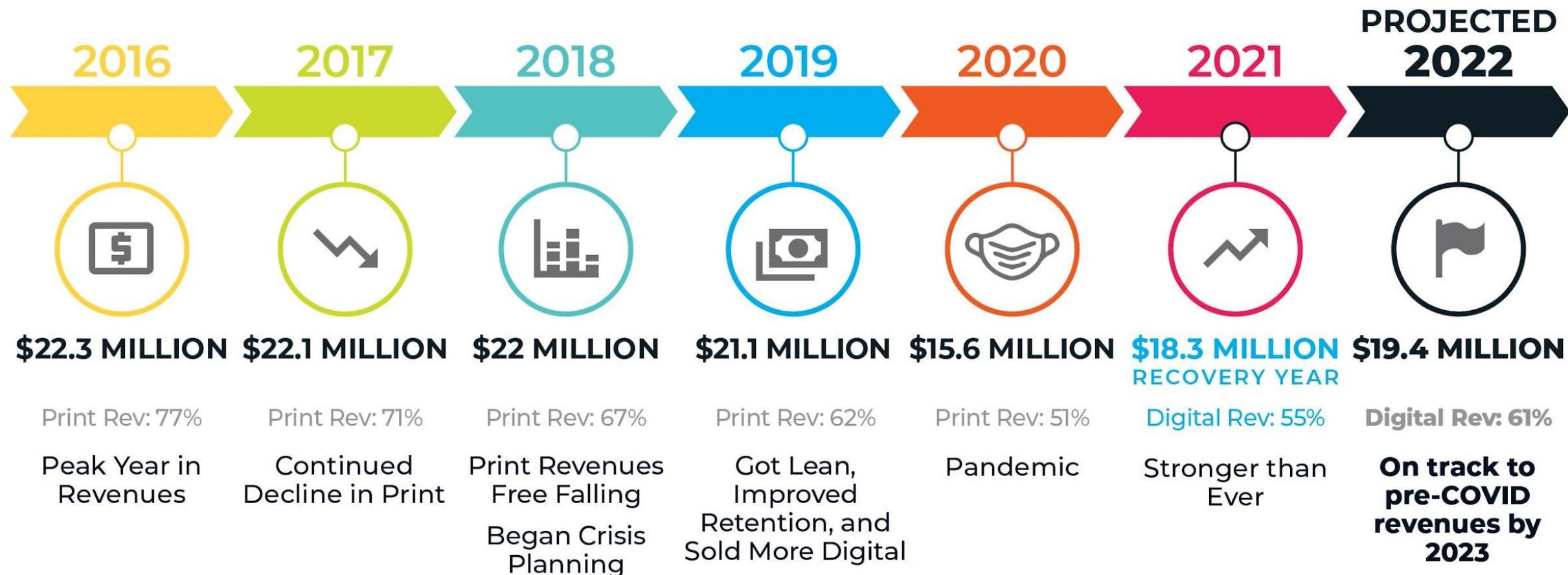
SSdN
SU SOCIO DE NEGOCIOS

twyzle™

Buen Provecho

autoslatino

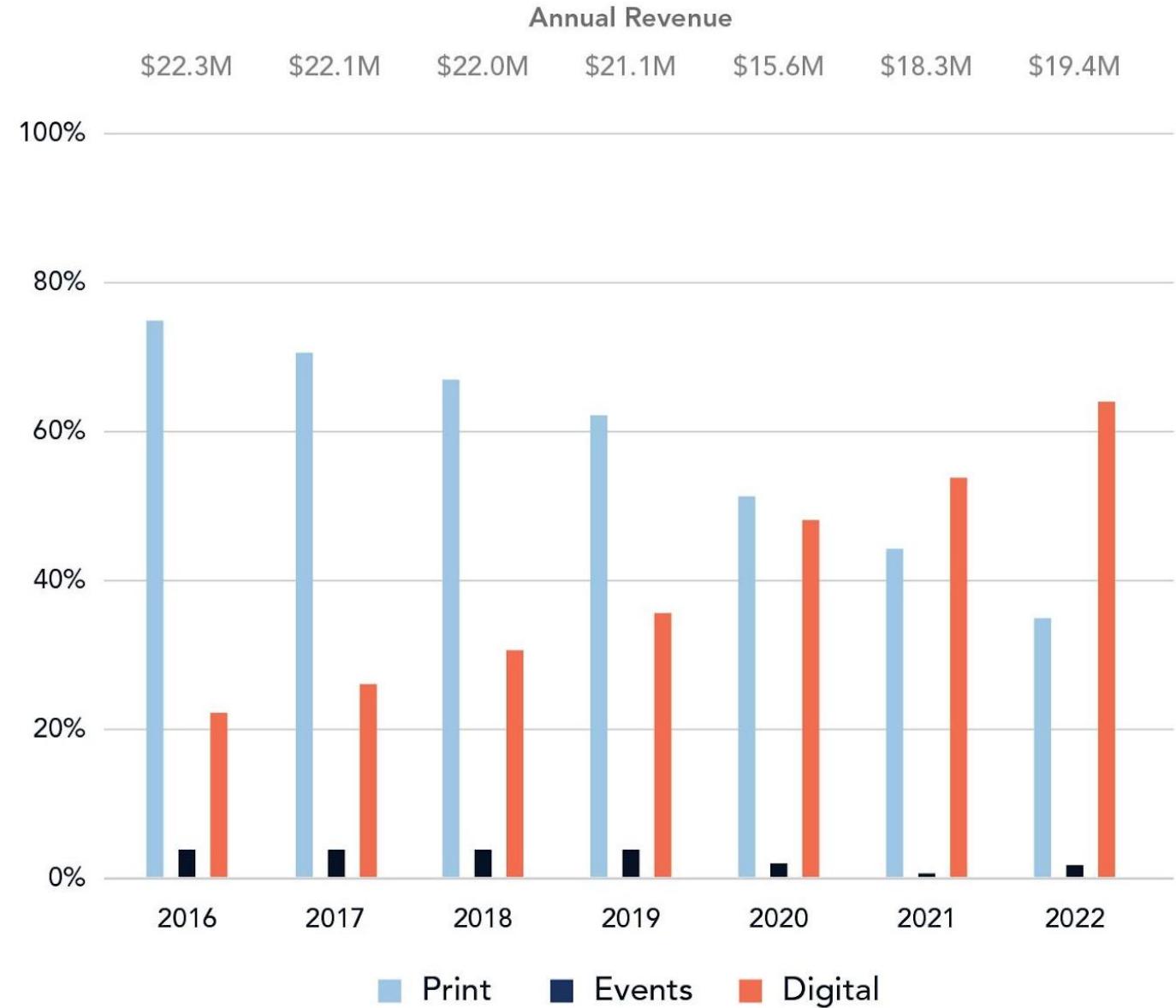






BIG PAYOFFS

- ✓ Digital revenues successfully replacing print revenues
- ✓ Event revenues more profitable than ever
- ✓ **61% Digital**





FROM VIRTUAL JOB FAIRS TO LIVE JOB FAIRS

Discovered new monetization opportunities in 2020 during COVID with virtual job fairs

1ST JOB &
CAREER FAIR

\$16,000

60% gross profit

3RD PARTY SOFTWARE

2ND JOB &
CAREER FAIR

\$14,000

99% gross profit

zoom

YouTube

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- ✓ Collected over 1,000 job seeker registrations
- ✓ Social media followers increased by 511

- ✓ Total impressions increased over 23,000 over one month on EmpleosLatino.com



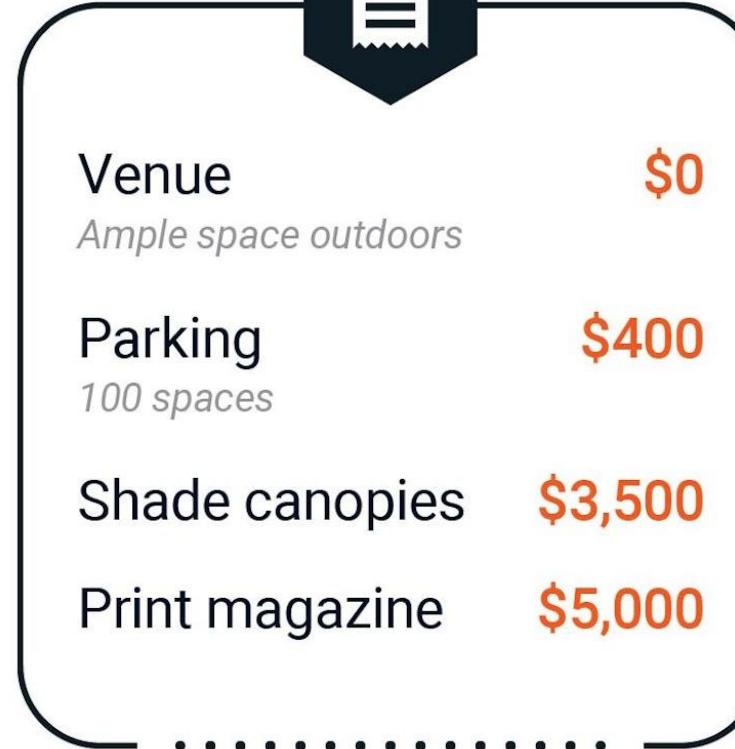
POST COVID TRANSITION TO LIVE JOB FAIR



- Partnered with Cerritos Community College
- Held on campus first week of classes in August 2022.
- First time College held live job fair since 2019



Venue	\$0
<i>Ample space outdoors</i>	
Parking	\$400
<i>100 spaces</i>	
Shade canopies	\$3,500
Print magazine	\$5,000



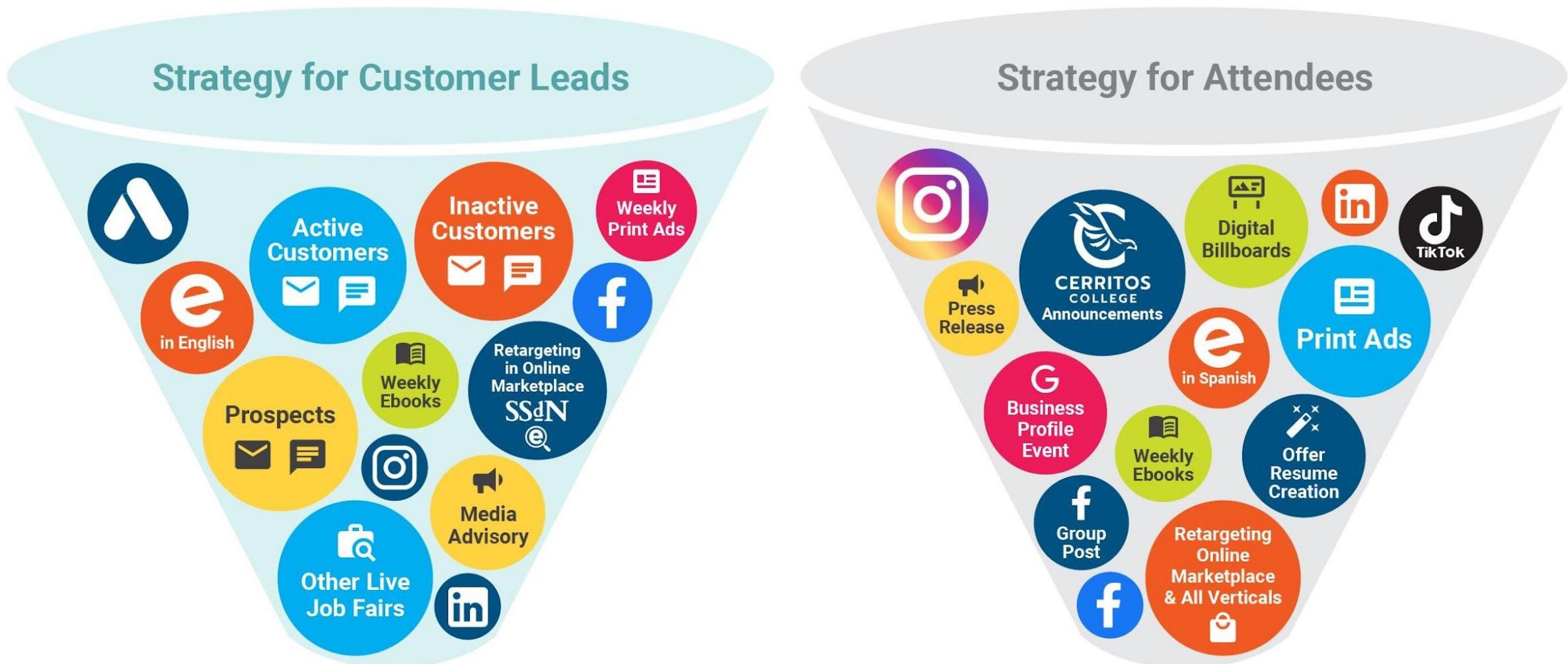
42 BOOTHES AVAILABLE

- ✓ 32 sold
- ✓ 8 allocated to Cerritos College
- ✓ 2 booths used by El Clasificado





MARKETING STRATEGY





RESULTS

LIVE EVENT
AUGUST 25

\$36,000

70% gross profit

- 32 booths sold
- Focused on full-time blue collar workers
- First sale to **Macy's Department Store**

1 job fair per month ≈ **\$400k** product

LIVE EVENT
SEPTEMBER 29

\$7,300

52% gross profit

- 16 booths sold
- Focused on seasonal blue collar workers
- No print magazine

- ✓ Over 800 attendees
- ✓ Over 80 applications received by Cerritos College for their adult education and certificate programs

- ✓ 800 emails collected
- ✓ 42,074 more impressions over the last 29 days on EmpleosLatino.com and social media



WHY HAVE A LIVE JOB FAIR IN A VIRTUAL WORLD

- Blue collar job seekers lack consistent internet access
- Friction with virtual application process
- Lack of skill in virtual interviews
- Face-to-face experience
- Recruiters want latino employees for diversity but have problems interviewing Spanish dominant speakers





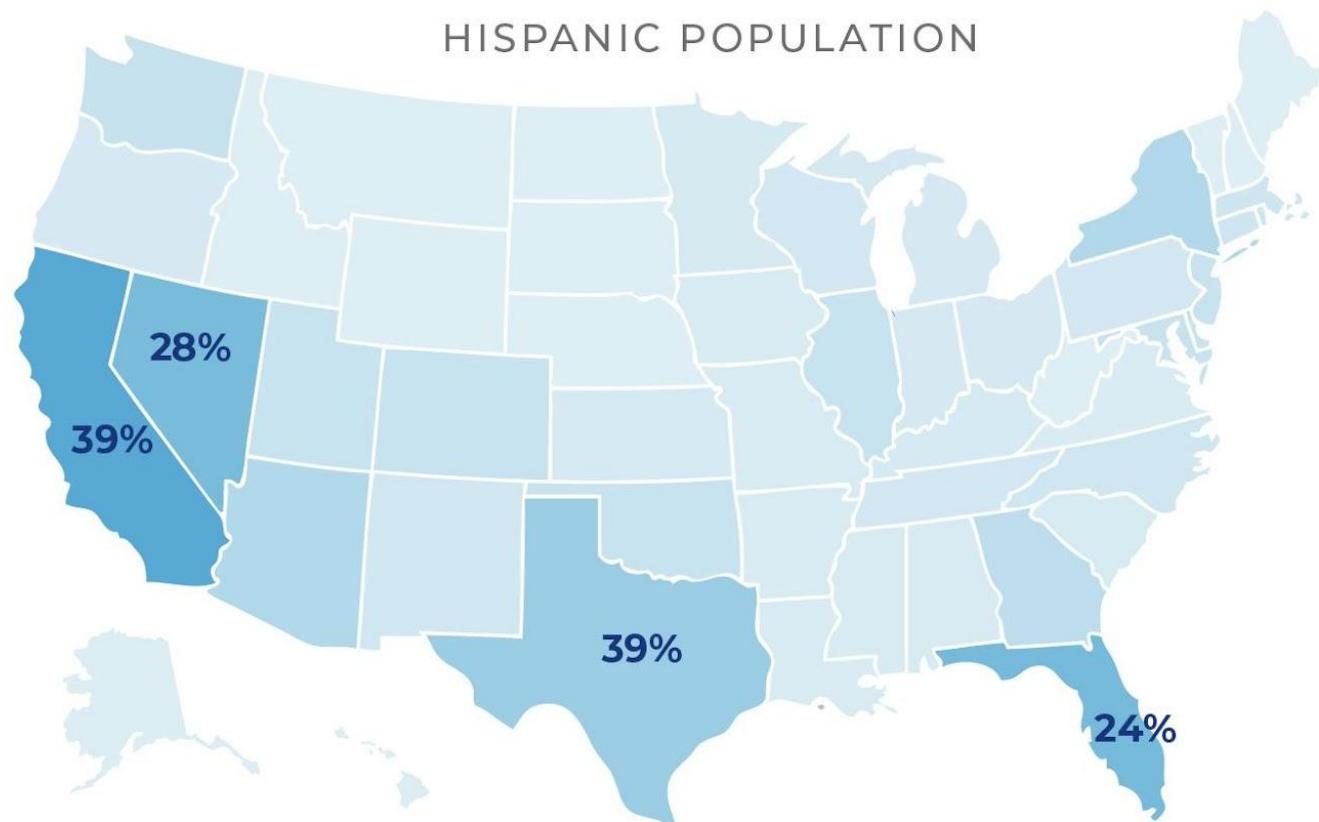
OPPORTUNITY AND BENEFITS

Partnering With Community Colleges

- ✓ 116 public community colleges in California
- ✓ 1,000 public community colleges in the U.S.
- ✓ Low cost template with ready-made job seekers

Partnering With EC Hispanic Media

- ✓ Attract diverse blue collar workers
- ✓ Universal tactic to grow our strongest category, blue collar jobs, outside our base territory
- ✓ Expand community engagement, brand awareness and equity



Potential to become a \$1m product



QUESTIONS? COMMENTS?



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