

## Birmingham McWane Science Center August 1, 2019

### Event Participation

|                     |     |
|---------------------|-----|
| VETERAN JOB SEEKERS | 141 |
|---------------------|-----|

| BRANCH OF SERVICE |       |
|-------------------|-------|
| Air Force         | 15.7% |
| Army              | 50.0% |
| Coast Guard       | 0.0%  |
| Marines           | 12.0% |
| Navy              | 22.2% |

| RANK        |       |
|-------------|-------|
| E-5 & below | 61.3% |
| E-6 & above | 20.0% |
| W-1 to W-5  | 1.3%  |
| O-3 & below | 8.0%  |
| O-4 & above | 9.3%  |

| STATUS         |       |
|----------------|-------|
| Active Duty    | 5.1%  |
| National Guard | 5.1%  |
| Reservist      | 3.4%  |
| Retired        | 32.2% |
| Separated      | 20.3% |
| Spouse         | 33.9% |

|                  |       |
|------------------|-------|
| ACTIVE CLEARANCE | 23.2% |
|------------------|-------|

### Event Feedback

| EXHIBITOR FEEDBACK                | % FAVORABLE |                |
|-----------------------------------|-------------|----------------|
|                                   | This Event  | 5 Year Average |
| Quality of Candidates             | 92.3%       | 91.8%          |
| Number of Candidates              | 61.5%       | 86.7%          |
| ROI                               | 84.6%       | 92.8%          |
| Likelihood of Participating Again | 100.0%      | 90.1%          |
| Overall Experience                | 84.6%       | 94.1%          |

| JOB SEEKER FEEDBACK                 | % FAVORABLE |                |
|-------------------------------------|-------------|----------------|
|                                     | This Event  | 5 Year Average |
| Variety of Exhibitors               | 72.0%       | 76.8%          |
| Likelihood of Recommending the Fair | 80.0%       | 80.8%          |
| Likelihood of Securing an Interview | 48.0%       | 55.8%          |
| Overall Experience                  | 80.0%       | 76.5%          |

| EMPLOYERS EXPECT TO EXTEND | Total  | Per Employer |
|----------------------------|--------|--------------|
| Interviews                 | 95-203 | 4-8          |
| Offers                     | 65     | 2.4          |

| ADDITIONAL INFORMATION   |
|--|
| <p>-- DAV was the title sponsor for this event</p> <p>-- Promotional support was provided by WVTM 13News (NBC), WBMA-TV (ABC), WUHT Hot 107.7, 105.5 WERC, 105.9 WRTR, 570 AM WAAX, WXKA Alabama 810, 94.3 &amp; 97.1 FM, Blount Countian, Still Serving Veterans, and VetFran</p> |

| FUTURE EVENTS  |
|--|
| <p>Information about future RecruitMilitary events can be found here:<br/> <a href="https://events.recruitmilitary.com/exhibitors/schedule">https://events.recruitmilitary.com/exhibitors/schedule</a></p> <p>Click here to learn more about the next Birmingham event (7/30/20):<br/> <a href="https://events.recruitmilitary.com/events/1284/exhibitor_registrations">https://events.recruitmilitary.com/events/1284/exhibitor_registrations</a></p> |

*It is not uncommon for some candidates who attend to be displeased with the event because they did not secure the job they sought. We seek to continually improve the Expo experience for both clients and job seekers and will continue to explore ways to do so.*

## Event Feedback

### EXHIBITOR TESTIMONIALS

This was a great event. Staff very helpful! Had good number of candidates. Worth the money. (Information Technology recruiter)

Good organization. (Financial Services recruiter)

RecruitMilitary is a good way for veterans to find a job. The venue and the set up was good. I would recommend it. (Manufacturing recruiter)

This is a great place to find a variety of candidates. (Aerospace recruiter)

It is a good job fair. (Telecommunications recruiter)

RecruitMilitary is a great way for all veterans to network and build relationships with employers. (Non-profit recruiter)

I've told other recruiters at different events that we do really well with the level of professionalism when dealing with RM. Great place to find management. (Retail recruiter)

Well organized. Good event. Go! It is worth it. (Law Enforcement and Security recruiter)

### JOB SEEKER TESTIMONIALS

Pre-event publication was very good. Organization at the event went quite well. (Army Reserves / Rank not indicated)

Overall the event was very nice. I liked the fact that you offered a booth where participants could get a professional photo for their LinkedIn account. (Air Force / Rank not indicated)

Very organized and professional. (Marines E-5)

The time and place for this event was superb. (Army National Guard E-4)

The event was advertised well. (Army E-8)

Meeting in person has value. I made 3 good connections and I'm flying to DFW to attend the fair at ATT Stadium. (Navy Reserves O-3)

Exhibitors were very supportive of vets. (Branch / Rank not indicated)

I was able to schedule an interview for the following week and was offered a more prestigious position than what I had interviewed for. Very pleased with the outcome. (Army E-8)

## Exhibitors

TOTAL

29

AARP – Air Force Reserve – Alabama Army National Guard – Alabama Department of Corrections – Birmingham Police Department – DeVry University – Farmers Insurance – FireMaster – First Command Financial Services, Inc. – G4S Secure Solutions – Hearst Television, Inc. – Heavy Equipment Colleges of America – Imaging Business Machines, LLC – Intel Corporation – Lockheed Martin Corporation – Marriott International - Sheraton & Westin Birmingham Hotels – Montrose Environmental Group, Inc. – MyComputerCareer – PNC Bank – Plastipak Packaging – RGNNext – Spectrum – Sysco – TravelCenters of America / Petro Stopping Centers – U.S. Immigration and Customs Enforcement – UAB – WW Grainger, Inc. – Walburn Group Northwestern Mutual – Walgreens