

# SUMMIT CONNECT EXPO & JOB FAIR

Presentation for  
Rising through the Ranks  
2017

# Summit Connect Expo & Job Fair

## Tuesday October 10, 2017

### Silverthorne Pavilion

### 7:30 AM - 2:00 PM

Join KSMT "The Mountain", The LIFT-FM, Ski Country Radio, La Nueva Mix and the Town of Silverthorne in presenting the 2<sup>nd</sup> Annual Summit Connect Expo & Job Fair on Tuesday, October 10th from 7:30 a.m. - 2:00 p.m. This Fair will attract job seekers from around Summit County as well as from the Denver area. This is a great opportunity to get your business in front of hundreds of qualified candidates.

We'll also be offering educational tracks throughout the day for current Summit County professionals, business owners and job seekers.

This job fair will be a don't miss for any business looking to hire for the winter season as well as for any potential candidate looking for a new career or just moving to the County!



# 2016 & 2017 Client Objectives

Colorado and Summit County have the lowest unemployment rates in the country. Recognizing this (and through discussions with our clients) the number one problem they were facing in 2016 (and again in 2017) is hiring quality employees.

Like many hiring businesses, ours are looking for a passive potential hire. They are not looking (typically) for someone who will be thumbing through the “help wanted ads,” or looking on ineed.com. We needed to reach people in a different way – through radio, digital, and on-site presence.



# Integrated Sales Campaign Components

Summit Connect 2016 was a **partnership** between the Town of Silverthorne (traded location for marketing), The Summit County Chamber of Commerce, and The Workforce Center.

We used several of our **radio stations** - KSMT "The Mountain," The LIFT FM, KSKE "Ski Country," and KQSE La Nueva Mix as our main voicebox.

We also geo-fenced/targeted other area job fairs and popular areas in the County and paired that with a general awareness campaign throughout the county through **AMT Digital**

One of the most beneficial parts of Summit Connect included the **on-site/lifestyle marketing** piece. I watched employers chase potential employees out of the building to offer them a job – it was amazing!



## Presenting Sponsor

The Summit Stage (a free transpiration service) signed on to naming rights for this great community event. Their business received great exposure and they hired employees for the winter season!

Their business received:

- Inclusion as Presenting Sponsor in over 500 radio promos
- Presenting Sponsor recognition in all event advertising
- 10x10 Booth Space on the Stage at the Pavilion
- Opportunity to be a presenting speaker 5 Live name mentions over the speakers system during the event
- 1 “Live” interview on your choice of AMT Station prior to event
- 25,000 Impression Digital Display Campaign retargeting attendees
- 100 :30 second recruitment ads to run on any AMT Station by 12/30/17

**Total Package Cost: \$1,900**



**SUMMIT CONNECT EXPO & JOB FAIR - TUESDAY, OCTOBER 10TH - SILVERTHORNE PAVILION**

**SUMMIT CONNECT  
EXPO & JOB FAIR**

# Results for Summit Stage

I would consider this campaign a HUGE success!

Summit Stage not only hired new employees while on-site at Summit Connect, but they have continued using our radio stations and digital marketing for recruitment/retention throughout 2016-2017

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