Monitoring of Participation and Results of (rural) Job and Opportunity Fairs

A Practical How-To-Guide
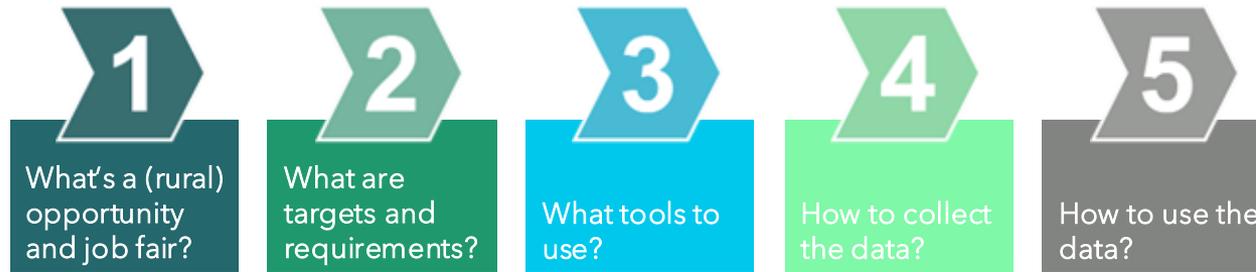
by the Global Project „Rural Youth Employment"

CROSS-COUNTRY
M&E
WORKING GROUP

Joint Knowledge Product on
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german
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Experiences are based on rural job and opportunity fairs in Kenya, Malawi, Mozambique and Burkina Faso organized in 2022 and 2023.

- Rural **Job and Opportunity Fairs** highlight available job and self-employment opportunities in the agri-food sector and other supporting activities such as agricultural courses, incubation programs, and improve the image of the sector.

- They provide a platform to rural youth, enterprises, NGOs, public entities („exhibitors") to exchange, network and match employment

- Youth include students/alumni, job seekers and entrepreneurs.

- Opportunities are provided by exhibitors. Examples from the agri-food sector are estates, processors, service providers, Gig-Economy-Apps, Youth Groups, ATVET institutes, Business Development Services, Extensionists etc.

- Opportunities are finding employment, improve job seeking capacities including CV writing or job interview preparations, create networks for (self-)employment and identify support offers like trainings, incubation, acceleration, coaching etc.

- The job fairs were physical events, with hybrid parts that were streamed in Kenya. Venues have been ATVET institutes and incubators.

- Invitations of rural youth and exhibitors was either publicly advertised or restricted (invitation only).

- The organisation of the fairs have partly been outsourced to event managers, including M&E tasks.

Further resources how to organize rural job fairs:

- [How-To-Guide for Organising Rural Opportunity Fairs](#)

- [Short Video Documentary of the opportunity fairs](#)

Enough background, now let's get started to design the M&E of the fair.

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The first step is to define the targets for M&E. What do you want to know?

1) Preparation

- Registration about the exhibitors, information about their offers and searches for better planning of the fair

- Advertising to the youth

2) Participation

- Total number of **youth** present at fair, with relevant disagreggations

- Sociodemographic information to know the target group better

- Total number of **exhibitors** present at fair

- Information on their nature, sector and offer

3) Evaluation

- Identify expectations, needs and experience of the participants (youth and exhibitors) and evaluate in how far these are met

- Identify areas for improvement on the organisation (logistics, advertisement, venue) and the programme of the job fair.

4) Results

- Identify the improvement of the employment situation of jobseekers

- Identify if job fair contributed to reach the objectives of the companies (e.g. filling vacancies, sell their services)

- Identify if self-employed youth have established new contacts and networks, (e.g. input dealers, off-takers, clients)

In the next step, the information required to inform the targets needs to be defined in detail. Start with *"Preparation"*.

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Participation measures the attendance at the fair, of both, youth and exhibitors.

2) Participation	
Information on youth	**Usage of information**
Name	Head count of the total participation at fair while avoiding double counting
Gender and Age	Disaggregation of the total participation
County/District and Village	Identify the catchment area of the fair
Highest Education	Better define target group of the fair
Contact details, e.g. Phone Number, email	Contact the participants after the job fair to monitor the effectiveness

Information on exhibitors	**Usage of information**
Name and nature (e.g. company)	Count the total participation avoiding double counting
Company Contact Person (Focal Point)	To know who to turn to in case of questions
Contact details, e.g. Phone Number, email	Contact the company after the job fair to monitor the effectiveness
Province of reference	Identify the catchment area of the fair

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Then you need to define very specifically which information you need to collect to inform your targets. We start with preparation.

1) Preparation	
Information on exhibitors	**Usage of information**
Name and nature (e.g. company)	Count the total participation avoiding double counting, plan the logistics and the programme
Company Contact Person (Focal Point)	To know who to turn to in case of questions
Contact details, e.g. Phone Number, email	Contact the company after the job fair to monitor the results
Province of reference	Identify the catchment area of the fair
Reasons to attend	Get the expectations of exhibitors to be able to make adjustment to better meet them.
Offers	e.g. job vacancies, search to buy produce, offer of products, services and input. Could be used for advertising to the youth, to enhance participants' preparation and avoid miscommunication and disappointment

Continue with "Participation".

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This is the information you need to collect to inform your targets on evaluating the job fair.

3) Evaluation	
Jobseeker's Evaluation	**Concrete items for evaluation**
Satisfaction with the job fair	Logistics, schedule, programme, information, selection of exhibitors, job vacancies offered, contact with exhibitors.
Did the fair meet the expectations and needs	Relevance and helpfulness of the job fair for finding a job, networking, finding support services.
Interaction between exhibitors and employers	Number of interactions with exhibitors, which kind of exhibitors, CVs submitted to employers, are the job offers interesting/suitable. If little or no fitting offers: what were the reasons given?
Participation in program (e.g. workshops, presentations)	Which program items did the youth participate in? Why, why not?
Exhibitors' Evaluation	**Concrete items for evaluation**
Satisfaction with the job fair, reasons and expectations to attend	Why do they attend? Satisfaction with logistics, schedule, programme, information? Willingness to participate in future fairs? How much would the company pay for a booth?
Did the fair meet the expectations and needs	Relevance and helpfulness of the job fair for finding skilled workers, networking.
Interaction between exhibitors and employers	Number of interactions with job seekers; what were generally their strength and weaknesses with regard to their technical, business, soft skills.

Finish with "Results".

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As results refers to the change over time in situation or habits, you will need to collect information in a baseline and in an endline.

4) Results

Jobseeker Baseline

- What is their current employment situation?
- How do they gain income? How much?
- Why are they participating at the fair? What opportunities are they looking for?
- What is their work experience? What further qualifications do they have?

Jobseeker Endline

- What is their current employment situation?
- How do they gain income? How much?
- What opportunities could they seize? How was the job fair useful for them (with regard to finding employment, getting further support e.g. coaching, training etc., creating networks…)?

Exhibitors Baseline

The information included under "Preparation" should suffice.

Exhibitors Endline

Companies:
- How many candidates have been invited to an interview? How many vacancies have been filled?
- How useful was the job fair to fill the vacancies?
- Which job profiles have not been filled?

Other exhibitors:
- Market linkages created, produce sold etc.

Your next step is to design tools to collect these information with.

1 2 3 4 5

These are tools you can use to collect data before the job fair. It is not one tool per target or requirement, but targets need more than one tool

Tool	Link to tools Double click on the icon top open		Covered targets and required information
Participant's list	pt Microsoft Excel-Arbeitsblatt	fr Microsoft Excel-Arbeitsblatt	Participation: Total number of youth, sociodemographic information
Baseline Survey for youth		en Microsoft Word-Dokument	Results: Jobseeker Baseline
Registration Letter for exhibitors *Alternatively: Participants List for exhibitors*	en Microsoft Word-Dokument	fr Microsoft Excel-Arbeitsblatt	Preparation: Exhibitors to be present Participation: Total number of exhibitors, Information on their nature, sector and offer
Vacancy listing for companies	pt Microsoft Word-Dokument	en Microsoft Word-Dokument	Preparation: Exhibitors offers and search Results: Exhibitors Baseline

Check out the tools that you can use to collect data after the fair.

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These are tools you can use to collect data after the job fair. All tools need to be adapted to the actual fair.

Tool	Link to tools Double click on the icon top open	Covered targets and required information
Evaluation form youth	pt [Microsoft Word-Dokument] en [Microsoft Word-Dokument] en [Microsoft Word-Dokument]	Youth's Evaluation
Evaluation form exhibitors	pt [Microsoft Word-Dokument] en [Microsoft Word-Dokument]	Exhibitor's Evaluation
Tracer survey for youth	*Under development*	Results: jobseeker Endline
Tracer survey for exhibitors Companies	pt [Microsoft Word-Dokument] en [Microsoft Word-Dokument] en [Microsoft Word-Dokument]	Results: exhibitors endline
Tracer survey for exhibitors Buyers and Sellers	en [Microsoft Word-Dokument] en [Microsoft Word-Dokument]	Results: exhibitors endline These have not yet been applied or tested, as the strategic outline of the job fairs have focussed on companies.

Now you need to define how these tools are used.

This is how we used the tools to collect data before or at the beginning of the fair, you will need enumerators on the ground!

Tool	Data collection
Participant's list	On the ground during the job fair having (a) registration desk(s) at the entry(s). Especially if there is no fix entry, it needs enumerators on the ground who register the participants. It can be helpful to open registration online beforehand to only verify the data on the ground. Participant's list should only include 3-5 questions per participants.
Baseline Survey for youth	If it is very short (2-3 questions) it can be integrated into the participants lists. But in general it is advisable to have the enumerators on the ground draw a random sample of the youth and do the survey separated from the participant's list. Verify which information you can also just include in the evaluation form for youth (see next slide), you can design one tool for multiple reasons of data collection.
Registration Letter for exhibitors	The registration letter should be send to and from the exhibitors before the fair. It is also their commitment/booking of a stand.
Vacancy listing for companies	The vacancy listing should be attached to the registration letter, but implementation showed that it is necessary to collect the vacancy listing on the spot anew.

Next slide shows how tools are used at the end and after the fair.

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And this is how we applied the tools after or at the end of the fair. Tracer surveys are done via phone calls afterwards.

Tool	Data collection
Evaluation form youth	A sample of youth at the job fair has been interviewed by enumerators on the ground using digital data collection tools on tablets (KoboToolbox).
Evaluation form exhibitors	The evaluation form has been printed and given to each exhibitor to fill it out at the end of the day. It was collected by enumerators before the end of the fair.
Tracer survey for youth	The tracer surveys are conducted as phone interviews 3-6 months after the job fair on a random sample drawn from the participant's list.
Tracer survey for companies	Phone interviews after 4-6 months on all the registered companies. It was tested to do the interview at an earlier stage (1-2 months after the job fair), but companies reported that recruitment was not yet finished. To define when to do the tracing, perhaps the exhibitors can already include a tentative timeframe it may take them to finalize the recruitment process.

So that is how we did it, and on the next slide you find some DOs and DONTs for data collection.

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Don't make the same mistakes as we did.

DOs and DON'Ts

- Include M&E since the beginning of the planning for a fair.

- Do not only rely on online registration beforehand. It needs registration and interviews of exhibitors and youth on the ground.

- Don't trust that companies will send back the registration letter and vacancy list automatically in advance.

- Beware of survey fatigue when registering youth. Rather keep it very short (max. five questions/columns on a participant's list) and collect further (baseline) information only on a random sample.

- Outsource all or nothing: If you are very clear on your objectives and tools for monitoring, do the data collection and analysis also yourself – as the service provider o will need a lot of on boarding and guidance.

- Be on the ground yourself to organize and supervise the data collection.

- Use digital data collection applications on tablets or smartphones on the ground to avoid laborious data entry tasks in the aftermath.

- Pretest the final tools and technology used – if it doesn't work on the day you are screwed.

- Prepare well your enumerators. The tools need to be clear to them, their tasks as well! You may also prepare t-shirts and badges for the enumerators to be taken seriously and trusted on the ground:

Adobe Acrobat Document

And now you got alle the information and your targets are well informed. How to use it?

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Do not forget the most important step: Use the insights to improve the next job fair!

Use information for advertising the fair

If the registration of exhibitors is done timely beforehand, you can use information on exhibitors (how many companies, support structures, agro-dealers etc.) and their offers (how many vacancies, which commodities are in request, what inputs, goods and services are in offer) to advertise for the fair.

The results of the fairs:

Adobe Acrobat Document

DOs and DON'Ts

- Set up a cleaned participants data base. There will be a lot of double registrations if there are multiple people registering the participants. Cleaning will need some time.

- Set up a dashboard or a presentation with the most relevant findings. A long written report is often not handy. Don't be fooled: setting up a presentation that is to the point takes at least the time as writing a report.

- Examples:

Microsoft verPoint-Präsentat

And at the end:
Discuss the results with the team and the partners to clearly define the lessons learnt and what needs to be done better and differently.

Check ideas for formats of such discussions in this file:

Microsoft verPoint-Präsentat

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Any questions? Feel free to contact us!

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