

5 STEPS TO A SUCCESSFUL BENEFITS FAIR

Hosting a benefits fair is a great way to promote your employee benefits package and foster employee engagement. For a benefits fair to go smoothly, there are several items to consider. This quick reference guide is designed to help you have the best benefits fair possible.

1 Location, Location, Location!

As a best practice, you want to host your benefits fair in an open space where there is lots of room for tables for vendors, banners that vendors can display, and room for employees to walk around without feeling too cramped. The best environment is a large, open, well-lit room.



2 Preparing the Guest List

A successful benefits fair is one that gets employees excited to attend, which means you want to have a strong vendor presence at your fair. Here are some suggestions on who to invite to attend:



Insurance Companies: Review your benefits package and see what insurance companies you work with and ask them to send a representative to your benefits fair to host a table.



Local Vendors: Look to your local community for wellness vendors, such as gyms, chiropractors, wellness centers, or mental health support centers. If you invite other vendors to your fair, it's important to make sure it is clear how your benefits coverage works with those vendors. For example, you want to avoid promoting a vendor such as a chiropractor who doesn't accept your insurance.



Food Trucks: Arrange for one or two food trucks to attend your benefits fair to generate more excitement. If your budget allows, providing employees with a voucher to purchase an item at the foodtruck will ensure even greater attendance.

When you invite each vendor make sure they know what time they need to arrive to set up and what time the benefits fair starts and ends. Communicate exactly what they need to bring and what is provided, like power outlets, folding tables or chairs. It's also a good idea to make sure at least one vendor brings tote bags that employees can use to carry their items. Lastly, let them know how many employees you expect to attend so they can bring enough giveaways and materials to hand out.

3 Generate Excitement

Once you've secured your date, time, location, and what vendors will be attending, it's time to promote the fair to your employees! Make sure to push out communication about your benefits fair multiple times leading up to the date and using multiple mediums. Different generations prefer to receive information differently, so make sure you are sending out communication about the benefits fair via email, paper flyers, text, meetings, etc.



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Employee Engagement

The objective of a benefits fair is to provide an opportunity for your employees to engage with and learn more about the benefits they are offered, but how do you ensure employee engagement?

There are several ways to drive employee engagement, but here are the ones we have found work the best:



Benefits Passport: Create a document with each vendor's logo on it and tell employees they need to visit each vendor to have their benefits passport stamped. Once an employee has collected all their stamps from the different vendors, they put their name and email on the passport and use it to enter into a drawing for a raffle prize.



Vendor Giveaways: When you are arranging with each vendor to come to your benefits fair, make sure to let them know in addition to small giveaway items to bring one large raffle prize with contact cards for employees to fill out to enter to win. Encourage employees to visit each table to enter their information for a chance to win a prize!



On the Clock: Let employees know that they can take 15-30 minutes of their shift to attend the benefits fair, separate from any breaks or lunches. If employees are expected to attend the benefits fair unpaid or on their own personal break or lunch then attendance will naturally diminish.



Family Friendly: It's not uncommon for your employees to be the one who provide insurance for their family. It's also very common for their spouse or significant other to be the one who actually handles the benefits in the household. Invite spouses and significant others to attend so they can also get the information they need for their families to be successful during open enrollment.

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Wrap Up and Review

After your benefits fair is complete, make sure your team meets to review what went well, what you would have done differently, and what you would change for next year and document these findings. Send a quick thank you note to all the vendors who attended and for those you would like to come back next year let them know you'd love to have them back again. Lastly, survey employees soliciting feedback on the benefits fair and make adjustments based off employee feedback as necessary.

