



The Press Democrat

PETALUMA  
ARGUS-COURIER

The Sonoma Index-Tribune

sonoma  
magazine

THE NORTH BAY  
Business  
Journal

spirited

SONOMA COUNTY  
GAZETTE

LA PRENSA  
SONOMA



# NORTH BAY

Sonoma / Lake / Mendocino

**CAREERCAFÉ**  
Brewing up fresh opportunities



Event Overview



**Our purpose:** To reinvent in-person recruitment events given the realities of post-COVID attitudes

- The realities of post-COVID to get attendees comfortable
  - Smaller venue, targeted employers
  - Some with industry segment focus (i.e. “hospitality employers”)
- More informal, over coffee, like speed dating
- An atmosphere where “guests” and employers could meet and greet, swanky, upscale
- Use different locations in our marketplace for convenience
- Not your parents’ job fair – no or little trinkets, just cocktail tables, coffee, chocolates or cookies
- Retire our old brand “Sonoma Job Connections”
- Coming off of 4 consecutive virtual career events using AppVault’s platform
- Employers get all RSVP contact information
- We promote “free headshots” by a photographer as a draw to update their LinkedIn profile picture



# CAREER CAFÉ

**CAREERCAFÉ**  
Brewing up fresh opportunities



**March 29<sup>th</sup>:**

At “coLAB” work share space in Santa Rosa





# CAREER CAFÉ

**CAREERCAFÉ**  
Brewing up fresh opportunities



**May 17<sup>th</sup>:**

At “Keller Street CoWork” in Petaluma



# CAREER CAFÉ

**CAREERCAFÉ**  
Brewing up fresh opportunities



**August 3<sup>rd</sup>:**

At “The Flamingo Resort” in Santa Rosa

***Focus on Hospitality employers***

One winery came to the event, was so impressed, asked to participate,  
gave us a credit card right there and we gave them a cocktail table!





# CAREER CAFÉ

**CAREERCAFÉ**  
Brewing up fresh opportunities



**October 17<sup>th</sup>:**

At “Finley Community Center” in Santa Rosa




# CAREER CAFÉ

**CAREERCAFÉ**  
Brewing up fresh opportunities



## Example of some promotional material ...




*Let's Network*

It's all about who you know. Come join us for coffee, and we'll make the introduction. Please respond at [pressdemocrat.com/careercafe](https://pressdemocrat.com/careercafe).

- Personalized introductions from HR specialists
- Free professional headshots
- Face-to-face connections with local executives
- Coffee tasting with Land and Water Coffee

**Tuesday, March 29, 2022**  
from 4:00 to 7:00 PM at coLAB in downtown Santa Rosa  
[pressdemocrat.com/careercafe](https://pressdemocrat.com/careercafe)

Partners  
 **Sutter Health**  
Seeking registered Nurses

The Press Democrat



*Let's Network*

Tuesday, March 29, 2022 | RSVP ▶



**Our Next  
Career Cafe  
Is Brewing!**

**Tuesday, May 17, 2022**  
from 4:00 to 6:00 PM at  
Keller Street CoWork  
downtown Petaluma

The Press Democrat

## "Gonna change my way of thinking ..."

Was Bob Dylan being prophetic of the current recruitment process when he wrote that song in '79? Maybe Bob was proclaiming a time when traditional job fairs would no longer appeal to a changing workforce. So let's change our way of thinking!



Please join me for a brief call about our new 'Career Cafe' on Monday, February 7th from 10:45-11:15 a.m. We are creating a new way for you to 'brew up fresh opportunities' that will appeal to today's workforce.

Career Cafe will be held on March 29th from 4-7 p.m. at one of the most modern and inspiring workspaces in Sonoma County - coLAB in Santa Rosa. The ambience is perfect for an intimate RSVP-only gathering of folks who want to get to know and be known by a small group of 25 employers.

Chatting over coffee and snacks removes the awkward stigma of attending a job fair and appeal to those who want to learn before they share. Our goal is for you to start conversations that you can continue after the event.



Career Cafe overview  
Monday, February 7th  
10:45-11:15 a.m.

Click on the button below. Once submitted you'll receive a Zoom link that can be shared with your team.

RSVP Here

For more information contact:  
Dennis Sheely

Classified Advertising & Research Director  
Email: [dennis.sheely@pressdemocrat.com](mailto:dennis.sheely@pressdemocrat.com)

Phone: (707) 526-8619

## CAREER CAFÉ

**CAREERCAFÉ**  
Brewing up fresh opportunities



### 2022 Events...

- **Wednesday, January 18<sup>th</sup>** | SOMO COWORK in Rohnert Park
  - Held in conjunction with Rohnert Park Chamber of Commerce monthly mixer
- **Tuesday, March 21<sup>st</sup>** | TBD
- **Tuesday, April 18<sup>th</sup>** | TBD
  - Special focus on Hospitality & Tourism
- **Thursday, May 11<sup>th</sup>** | Sonoma State University
  - Held in conjunction with SSU's Career Development School
  - Special focus on Hospitality & Tourism
- **Wednesday, August 9<sup>th</sup>** | TBD
- **Tuesday, October 10<sup>th</sup>** | TBD

Event is from 4-6 p.m. with set-up at 3 p.m.

Participation fee is \$995. A maximum of four platinum sponsors at \$1,995 with logo placement and priority table location.







## Participation Agreement

Company Name: \_\_\_\_\_

*We would like to participate in these 2023 Career Café events:*

☐ **Wednesday, January 18<sup>th</sup> | SOMO COWORK in Rohnert Park**

☐ Participation @ \$995 ☐ Platinum @ \$1,995

☐ **Tuesday, March 21<sup>st</sup> | TBD**

☐ Participation @ \$995 ☐ Platinum @ \$1,995

☐ **Tuesday, April 18<sup>th</sup> | TBD**

☐ Participation @ \$995 ☐ Platinum @ \$1,995

☐ **Thursday, May 11<sup>th</sup> | Sonoma State University**

☐ Participation @ \$995 ☐ Platinum @ \$1,995

☐ **Wednesday, August 9<sup>th</sup> | TBD**

☐ Participation @ \$995 ☐ Platinum @ \$1,995

☐ **Tuesday, October 10<sup>th</sup> | TBD**

☐ Participation @ \$995 ☐ Platinum @ \$1,995

**Discounts:** Participate in 2 for 5% off; 3 for 10% off, 4 for 15% off, 5 for 20% off, and all 6 for 25% off. Qualifications can be a mix of participation and platinum levels.

Event is from 4-6 p.m. with set-up at 3 p.m. Dates and venues may change based on availability but will be in Sonoma County.

Participation fee is \$995. A maximum of four platinum sponsors at \$1,995 with logo placement and priority table location. All employers will receive all attendees contact information in an Excel workbook.

Agreed,

\_\_\_\_\_  
Company Executive

\_\_\_\_\_  
Date

# INDIVIDUAL CAREER FAIRS

We can promote an employer's individual career fair on our jobs board for only \$125 for a 30-day posting!

This page will be visited by about 1,700 unique users in a 30-day period and generate about 2,700 pageviews.

That's not a lot of traffic but given the content it can be assume these are all active job seekers.

The screenshot displays the 'Jobs' section of the Press Democrat website. At the top, a navigation bar includes links for News, Obit, Sports, Business, Opinion, Food & Wine, Lifestyle, A&E, Events, Blogs, Jobs, and Job Alerts. Below this, logos for The Press Democrat, The Sonoma Index-Tribune, ARGUS-COURIER, LA PRENSA SONOMA, and BUSINESS JOURNAL are shown. A 'FindIt! Local Ads' logo is in the top left, and a 'Post a Job' button is in the top right.

The main banner features a background image of two people in business attire. Overlaid on this is the text 'Find local jobs now' and a search bar with the placeholder 'Job Title or Keywords' and the location 'Santa Rosa, CA'. A 'Find Jobs' button is positioned to the right of the search bar.

Below the banner, the page is divided into two columns. The left column, titled 'Featured Employers', displays logos for Mendocino County Office Of Education and Sonoma Media Investments, with a 'View all featured employers' link at the bottom. The right column, titled 'Featured Jobs', lists three positions: Sheriff's Support Specialist II, Attorney III-Law Enforcement Review, and Deputy Agricultural Commissioner, each with its location and a date (Nov. 04, 2022 or Nov. 23, 2022). A 'View all featured jobs' link is at the bottom of this column.

At the bottom of the page, a yellow box titled 'Career Fairs' contains two promotional cards. The left card is for Santa Rosa City Schools, announcing a Winter Career Fair and providing contact information for Woldessie. The right card is for SOMO COWORK, announcing an expansion of their meet-and-greet and career fair opportunities in January, including a date, time, and location, along with contact information for Sandy Morales.