

MULTI-EMPLOYER HIRING EVENT

OUTREACH + STRUCTURE BEST PRACTICES • NECA 2026



ADVANTAGE

Skill sets can be directed to the right contractor (residential applicants to residential booths, limited energy to LE booths). Consolidates union and chapter resources and fills multiple pipelines simultaneously. Deeper talent pool.

OUTREACH BEST PRACTICES

ENGAGE EMPLOYERS EARLY (6–8 WEEKS OUT)

- Designate a lead coordinator: NECA chapter, lead contractor, or NECA Workforce Development Director.
- Recruit participating contractors 6–8 weeks out. Get firm commitments to attend.
- Meet with all employers to explain roles, responsibilities, and candidate flow. Plan for multiple reminders.
- Collect each contractor's hiring goal: exact number by experience level (0–3, 3–5, 5–10, 10+ yrs) and by classification (residential, limited energy, commercial, industrial).
- Engage IBEW Membership Development and Digital Organizing teams early. NLMCC resources may be available, pre-approval required.

ADVERTISING & OUTREACH (4 WEEKS OUT)

- Issue a joint press release naming all participating contractors. Local media coverage is significantly stronger when multiple companies are involved.
- All participating contractors post on their own social media, websites, and employee channels simultaneously.
- All contractors activate employee referral programs, brief employees on the event, the goal, and the referral bonus (if applicable).
- Post on IBEW local union board. IBEW organizers blitz job sites early in the week, in-person contact is the most effective outreach for skilled workers.
- Email local workforce boards, trade schools, community colleges, and vocational centers.
- Use IBEW Digital Organizing geofencing to target electricians at job sites, supply houses, and contractor shops in the market area.
- Create a single event landing page with all contractor logos, the QR pre-registration code, and event details. Pre-registration can double attendance.

TIMING

- 6–8 wks: employer commitments, NLMCC request
- 4 wks: joint press release, IBEW board posting
- 5–7 days: heavy social push, employee referrals
- Day of: live posts from contractors and candidates

SHARED BRANDING

- Create a single event banner / flyer featuring ALL contractor logos prominently.
- Candidates must see which companies are hiring them. Generic “NECA event” branding alone does not convert.
- Each contractor brings their own booth materials: company banner, brochures, project photos, upcoming job info, and a company QR code.
- Contractor Booth QR: Each contractor's unique booth QR code notifies their IBEW referral agent that this contractor is claiming this candidate. This prevents multiple contractors from hiring the same candidate and ensures each contractor's selections are tracked separately from the moment of interest.
- Skill sets should be advertised by booth — residential, commercial, limited energy, industrial — so candidates know where to go.

NECA SUPPORT

NECA Workforce Development can create shared flyers, QR codes, press releases, and coordinate IBEW Digital Organizing outreach.

- Paul Flynn: NLMCC coordination, guidance packet, SS admin
- Elise Baker: press release, social media.
- Contact your NECA Field Rep 6+ weeks out.

STRUCTURE BEST PRACTICES

PRE-EVENT COORDINATION (4 WEEKS OUT)

- Each contractor submits hiring goal to lead coordinator: number needed by classification and experience level.
- Agree on a shared candidate data form: collected once at check-in, shared to all contractors and IBEW District.
- Clarify with IBEW local: classifications and hour thresholds (1,000-hr, 2,000-hr, 3,000-hr, 8,000-hr, 12,000-hr applicants).
- Confirm IBEW local staffing: 1 rep per 10 candidates total. Create a centralized IBEW referral hub (not per-booth).
- Establish a ‘goal met’ protocol: each contractor designates a signal (flag, radio, app) to stop routing candidates to their booth once full.
- Best event time: 3:00 PM – 7:00 PM. This catches candidates coming off day shifts. If well attended, all contractors should plan to stay late.

DAY-OF: CANDIDATE FLOW

- 1 **CENTRALIZED CHECK-IN:** One QR code, one sign-in form for all contractors. Data captured once and shared automatically to all booths and IBEW District. Candidate receives an event guide showing all participating contractors and their skill focus.
- 2 **EXPERIENCE & SKILL SORT:** Candidate sorted by years of experience AND trade classification. Directed by signage to the right area. Self-service where possible, keep lines moving.
- 3 **CONTRACTOR BOOTHS:** Each contractor has a dedicated booth. Interviewers review shared application data already collected at check-in. Each contractor manages their own interviews. 1 hiring rep per 30 applicants per booth.
- 4 **'ENOUGH' PROTOCOL:** When a contractor reaches their hiring goal, they signal the check-in coordinator. New candidates are no longer routed to that booth but their contact info is retained for future openings.

- 5 **CENTRALIZED IBEW REFERRAL HUB:** One IBEW station handles referrals for all contractors. Electronic referrals strongly preferred. Push for electronic now, perforated paper creates 2-hour waits.
- 6 **OFFER & NEXT STEPS:** Each contractor issues conditional offers independently. Drug screen scheduled. First day confirmed. Onboarding per company. OSHA 10 (or other) status confirmed.

STAFFING PER BOOTH

- Hiring manager or decision-maker (must be authorized to make same-day offers)
- HR rep or recruiter. Foreman or superintendent.
- Bilingual Spanish-speaking rep increasingly necessary and effective in most markets.
- Former non-union employee ambassador where possible.



ALL CONTRACTORS MUST COMMUNICATE TO CANDIDATES ON THE DAY

Drug test • OSHA certification • Background check • Safety training
• Start date • Union membership orientation • Referral process

MULTI-EMPLOYER EVENT — QUICK REFERENCE CHECKLISTS

PRE-EVENT CHECKLIST

☐ Designate lead coordinator (NECA chapter, lead contractor, or Workforce Dev.)	6–8 wks
☐ Recruit and confirm all participating contractors	6–8 wks
☐ Collect hiring goals from all contractors by experience level and classification	6 wks
☐ Request NLMCC resources if needed (pre-approval required — start early)	6 wks
☐ Contact IBEW local — copy NECA Chapter on all comms	6 wks
☐ Request weekly IBEW check-in meetings starting 4 weeks out	4 wks
☐ Confirm open IBEW calls available before finalizing event date	4 wks
☐ Clarify applicant hour classifications with IBEW local	4 wks
☐ Book neutral venue (accessible, enough parking, flexible layout). Best time: 3:00 PM–7:00 PM. Plan to stay late if well attended.	5–6 wks
☐ Design shared event flyer/banner with all contractor logos	4 wks
☐ Create single QR code + pre-registration form for all contractors	4 wks
☐ Build single event landing page listing all contractor booths and skill focus	4 wks
☐ Issue joint press release naming all participating contractors	3–4 wks
☐ All contractors post on social media, websites, employee channels	3–4 wks
☐ All contractors activate employee referral programs	3 wks
☐ Post on IBEW local union board. IBEW organizer blitz job sites.	4 wks
☐ Email workforce boards, trade schools, community colleges	3 wks
☐ Engage Digital Organizing for geofencing (contact SOC)	3–4 wks
☐ Agree on shared candidate data form. All parties confirm data access.	3 wks
☐ Establish 'goal met' protocol: agreed signal per contractor	2 wks
☐ Confirm IBEW rep staffing: 1 per 10 total expected candidates	2 wks
☐ Assign skill-based booth layout. Create wayfinding signage.	1 wk
☐ All contractors prepare offer letters, eval cards, drug screen info	1 wk
☐ Heavy social push. Employee testimonials from all contractors.	5 days
☐ All booths set up 15 minutes before start. Lead coordinator briefing.	Morning of

DAY-OF CHECKLIST (LEAD COORDINATOR)

☐ Centralized check-in table live with QR code + sign-in form
☐ Clear parking and entry signage directing all candidates to one check-in
☐ Shared candidate data accessible to all participating contractors
☐ Wayfinding signage: experience sort and skill-based booth directions
☐ All contractor booths set up and staffed before start
☐ IBEW referral hub staffed (1 rep per 10 total expected candidates)
☐ All contractors briefed on 'goal met' signal protocol
☐ Lead coordinator monitoring flow throughout — routing actively
☐ Candidate experience stays moving — no one standing around lost

DAY-OF CHECKLIST (EACH CONTRACTOR BOOTH)

☐ Company banner, brochures, QR code, and project photos visible
☐ Interview questions and evaluation cards ready per experience tier
☐ IRS/SS verification station available (1 per 30–40 expected applicants)
☐ Conditional offer letters and drug screen info ready to give
☐ First-day details ready: date, time, job site address, who to report to
☐ Bilingual rep available if market requires
☐ Signal ready for 'goal met' notification to check-in coordinator

POST-EVENT CHECKLIST

☐ Each contractor contacts offered candidates within 24 hrs
☐ Each contractor coordinates referrals with IBEW local within 48 hrs
☐ Lead coordinator collects all attendance, application, and hire data
☐ Submit event data to NECA Field Rep (all contractors contribute)
☐ Each contractor begins onboarding for same-day hires