



Suggested Best Practices for a Successful Benefit Fair

The information in this document was compiled from interviewing entities that have well attended benefit fairs where the employees are very engaged. These successful benefit fairs share the following things in common:

- Benefit fair information (date/time/location) is communicated to each of the administrators and secretaries right before the employees return to work. In most cases, this is the first week of August.
- Communicate the benefit fair information (date/time/location), to all of the employees the first week they return from break via email. Be careful not send this communication out too soon, as the message will get lost in all the emails that have come in over the break.
- Administration support is a must, in order for your benefit fair to be successful.
- Ask the principal or organization leader to share the benefit fair information (date/time/location) in “Welcome Back” or similar mandatory meetings.
- New hires are especially encouraged to attend the benefit fair.
- Benefit fairs are scheduled for 2 hours.
- Benefit fairs are scheduled during the employee’s free time at the end of the day.
- When employees ask benefit questions, suggest they ask the carriers their questions at the benefit fair.
- Consider providing a worksheet to the employees, so they will know what options are provided to them and what options they can elect for themselves and related costs.
- Encourage the employees to bring their spouses and families to the benefit fair.
- Set up tables around the perimeter of the room to encourage traffic flow allowing the employees to meet and move easily between the insurance carriers and vendors.
- Set up the room before the insurance carriers and vendors arrive. This reduces confusion, reduces set-up time and ensures that everyone is prepared for your employees when the benefit fair starts.
- Do not schedule your benefit fair at lunch on an in-service day or during break times between in-service day meetings.
- Don’t use cafeteria tables (long tables with benches) for your benefit fair. These tables make it difficult for employees to easily move around the room and meet the insurance carriers and vendors.