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Overview of performance of the **European (Online) Job Days**

Annual Report 2024



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1. KEY FEATURES IN 2024

- In 2024, a total of 32 European (Online) Job Days (E(O)JDs) were organised.
- EURES countries organising E(O)JDs usually hold around one or two events per year. In 2024, the countries that organised the most E(O)JDs were Germany (seven), Belgium (four), Finland (four), Greece (four), Sweden (three), Spain (three), Italy (three) and the Netherlands (three).
- E(O)JD events showed positive results, with an average job-matching rate of 83.3%; planning capacity had moderate results, with 60% of events achieving a positive outcome.
- Seven events received satisfaction scores above 6/10 from both employers and jobseekers, and for 16 events, at least one of the two groups (employers or jobseekers) gave scores exceeding 6/10. The remaining nine events were either rated lower or the feedback received was not representative¹.
- Compared with previous years, 2024 saw a drop in the number of jobseekers, job posts and applications received, while the number of employers remained stable. However, the ratio of applications per registered jobseeker increased.

¹ Results are recorded if more than 20% of employers and more than 5% of jobseekers have responded to the satisfaction survey.

2. INTRODUCTION

2.1. About E(O)JDs and this report

E(O)JDs are events that connect employers and jobseekers across EURES countries. Since their inception in 2011, these events have served as an opportunity for EU/European Free Trade Association (EFTA) employers to find the skills they need, and for EU/EFTA jobseekers to discover new career opportunities in other EURES countries. E(O)JDs are organised by EURES Advisers within the EURES network, who become Event Organisers (EOs) when they decide to organise such events.

The **objectives** of this initiative are to match jobseekers with employers from EURES countries and to address labour shortages and surpluses in Europe. During the events, the EOs provide jobseekers with practical information about living and working conditions abroad, as well as job openings in a wide range of sectors across Europe. The EOs also assist employers in finding suitable candidates. Employers can create an account on the E(O)JD platform, which allows them to post job vacancies and participate in multiple events. Most of the events take place via the online platform, eliminating the need for travel and minimising the investment required, but they can also be organised onsite.

The aim of this report is to present an overview of the performance of E(O)JD events organised in 2024, based on platform statistics and feedback collected from participants and EOs. The report also provides a comparison of job fair² results since 2020, along with recommendations on how to improve the initiative to support better job matching between EURES countries.

In 2024, **32 events** were organised as part of the E(O)JDs.

2.2. Overview of platform developments

More than 200 platform updates were implemented in 2024. The most prominent ones are listed below.

General platform development

- New [video tutorials](#), 'Applying for a job and scheduling a job interview as a jobseeker' and 'Scheduling a job interview as an employer', were released to help users understand these features in an interactive way.

Platform development targeting employers

- Since September 2024, employers have had the option to group applications from the same candidate. This streamlines the application listings within employers' dashboards, presenting a concise and organised overview, which facilitates easier review of candidates' job preferences.

² Job fairs are recruitment events bringing together employers and jobseekers from across Europe on the E(O)JD platform or as onsite events. The aim is to help EU/EFTA employers recruit jobseekers from other countries and jobseekers to find jobs abroad.

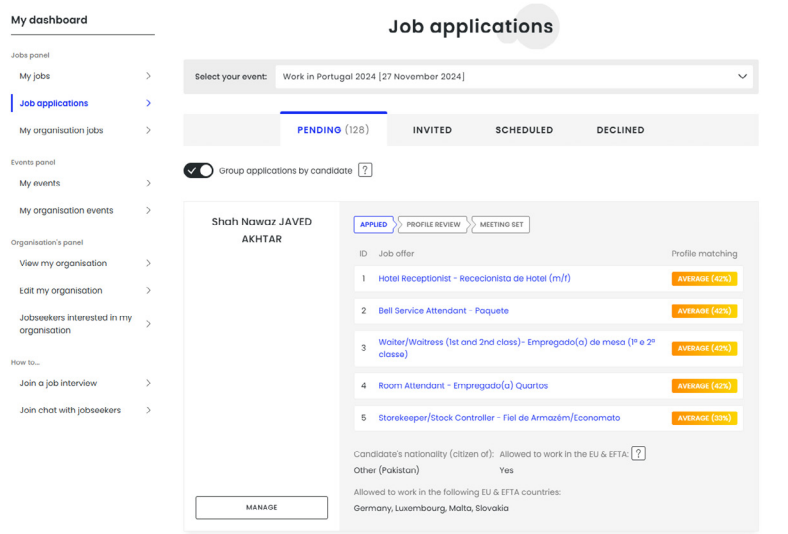


Figure 1: Screenshot of job applications grouped by candidate.

- Since April 2024, employers have had the option to filter jobseekers by 'EU and EFTA' only. As of October 2024, employers can find the same filter on the dashboard under the 'Job applications' section and save it for convenience.



Figure 2: Screenshot of the new filter to be applied to jobseekers and job applications.

Platform developments targeting jobseekers

- Jobseekers have the option to add relevant work experience to their profiles. Employers can view this information when candidates apply for jobs, without the need to download CVs. To streamline the registration process, this feature becomes available once users have registered. After logging in, jobseekers can easily update their profiles and add any missing details.
- Jobseekers can set up job alerts to be notified of newly posted job offers across different E(O)JDs. Alerts can be customised by keywords, sectors, occupation fields and countries, and users can choose the frequency (daily, weekly, biweekly or monthly).

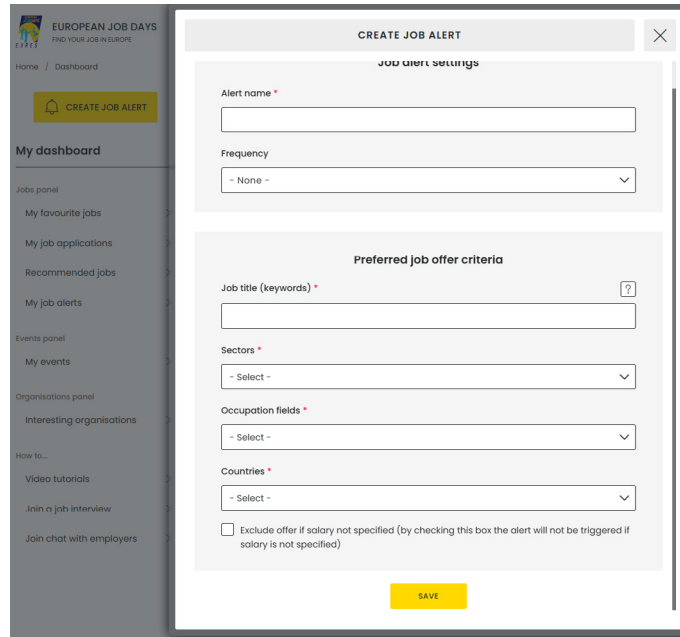


Figure 3: Screenshot of the process of creating job alerts.

Platform development targeting EOs

- In mid-2024, EOs received a new applications overview page. This page allows them to view all job applications, organised by status (pending, invited, scheduled) and by event, enabling quick actions based on application status. EOs can set timeslots on behalf of employers, export data, and download all submitted CVs from a single page, simplifying the previous workflow, which required navigating through multiple pages.

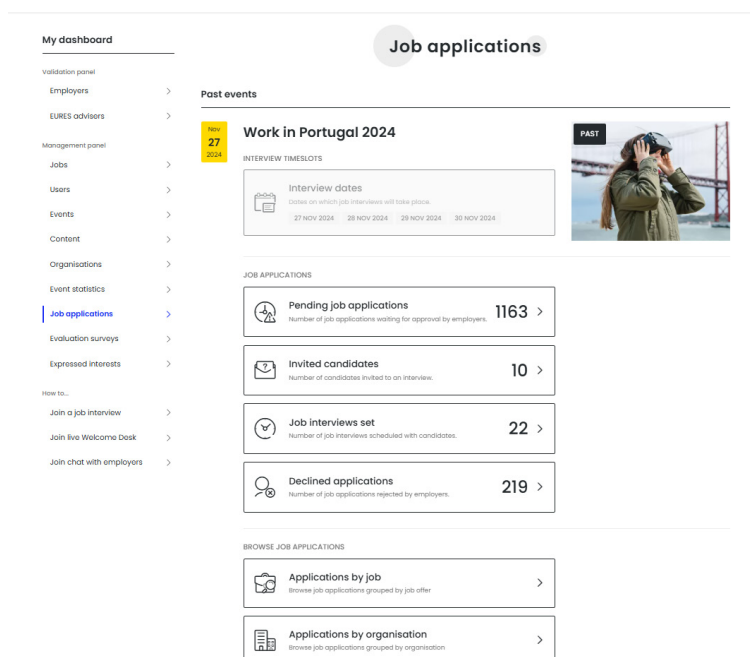


Figure 4: Updated EOs' new applications overview page.

- As of October 2024, EOs can choose, when submitting their event application, whether to limit event access to EU and EFTA jobseekers only.

Target audiences – European Jobseekers

Would you like your event to be open to EU & EFTA candidates only? *

Yes

No

Length of work experience

- Select -

Comments

***Figure 5:** Event application section in which EOs should indicate whether the event is limited to EU & EFTA jobseekers only.*

2.3. Mutual learning workshops

Two E(O)JD mutual learning workshops were organised in 2024 as an opportunity for EOs to share knowledge, exchange good practices and receive relevant updates from ECO.

The first workshop took place on **19 March 2024**, and the second workshop took place on **10 December 2024**. A total of 67 and 51 EURES Advisers attended the events, respectively.

The topics discussed included:

- results of the 2023 annual report;
- new information and communication materials developed by the E(O)JD team;
- recent platform developments;
- updates on social media activities;
- results of the events' performance and feedback forms;
- applications and planned communication support for 2025;
- good practices from the organisation of the extra-large information event 'Today's Dream, Tomorrow's Reality' which took place on 22 October 2024 during the EU Week of Labour Mobility, marking the EURES 30th anniversary. The event featured dedicated sessions on living and working conditions in all EURES countries.

2.4. Overview of communication products

The following communication products were developed in 2024 to support the network's communication activities.

- A paid promotional campaign was run throughout March 2024 to raise awareness of E(O)JDs among employers and encourage them to take part in the events. The campaign was conducted on LinkedIn, using the platform’s targeting features to reach relevant employers in key sectors, as well as on Facebook and Google Ads. In total, the campaign achieved 360 071 impressions and 1 793 clicks, resulting in a click-through rate of approximately 0.5%³. This suggests that around 0.5% of users who saw the ads clicked on them, indicating moderate engagement.



Figure 6: Example of paid promotion focusing on employers – LinkedIn.

- An infographic dedicated to the E(O)JD 2023 statistics was produced as a set of seven images in a carousel format. The infographic was published on the EURES extranet and social media channels in March 2024, generating more than 29 500 impressions, over 650 engagements, over 940 clicks, and reaching more than 22 000 people. The network was encouraged to reshare the infographic on their own channels.



Figure 7: E(O)JDs 2023 social media carousel infographic.

³ The average click-through rate in LinkedIn ranges between 0.44% and 0.65%. This varies slightly depending on the ad type.

- A [LinkedIn article](#) focusing on employers was created to raise awareness of the benefits of E(O)JDs and to encourage employer participation. An employer who had attended a previous E(O)JD event was interviewed via a written Q&A. A [LinkedIn post](#) was also published to promote the article, resulting in more than 2 000 impressions, 59 engagements, 30 clicks, and reaching more than 1 700 people.
- Positive quotes from jobseekers and feedback from employers on E(O)JDs were used to create a GIF for social media, using the EURES visual branding. The GIF was featured across EURES social media channels (Facebook, X, LinkedIn and Instagram) and was published in February 2024. Positive quotes were also featured on the E(O)JD platform.



Figure 8: GIF featuring positive quotes from E(O)JD attendees.

3. STATISTICS AND ANALYSIS OF EVENTS IN 2024

3.1. Overview of main event statistics

In 2024, 32 events were organised. Almost 50% were M size⁴, more than a quarter were L and about one fifth were S. This shows a good distribution of events across the available packages, indicating a demand for the different package sizes. A special feature of 2024 was the XL event, organised as an innovation for the EURES 30th anniversary.

Table 1: Total number of events and package

S	M	L	XL	Total
7	15	9	1	32

The **countries that organised the most E(O)JDs** in 2024 were Germany (seven), Belgium (four), Finland (four), Greece (four), Sweden (three), Spain (three), Italy (three), and the Netherlands (three).

The majority of the events were **job fairs** (30), and the rest (two) were **information events**.

In terms of **format** all events were online, with only two events also having a hybrid version (onsite and online).

⁴ The size of the events depends on the services provided by the European Coordination Office (ECO) to EURES member organisations, with the aid of an external contractor. The size assigned to an event is approved by ECO based on a defined set of criteria, including the number of job posts expected during the event.

Table 2: List of events in 2024

	Date	Title	Main organising country	Package	Type	Format
1	07/02/2024	Work in Greece (Φιλοξενία)	Greece	M	Job fair	Online
2	15/02/2024	Destination Norway	Norway	M	Job fair	Online
3	21/02/2024	Seize the Summer with EURES 2024	EURES Belgium	M	Job fair	Online
4	29/02/2024	Make it in Germany 2024 Take your chance!	Germany	L	Job fair	Online
5	13/03/2024	Tourism & Hospitality Jobs in Norway	Norway	M	Job fair	Online
6	20/03/2024	Finland Works	Finland	M	Job fair	Online
7	26/03/2024	Work IT in Flanders	EURES Ireland	L	Job fair	Online
8	04/04/2024	Find Your Seasonal Job in Europe! Supporting Lithuanian jobseekers to work abroad	Lithuania	S	Job fair	Online
9	15/04/2024	Work in Greece II Hospitality Sector	Greece	M	Job fair	Online
10	26/04/2024	Work Force in Flanders Flanders, path to your career in industry or construction	Belgium	S	Job fair	Online
11	07/05/2024	Make it in Germany 2024 Take your chance!	Germany	L	Job fair	Online
12	23/05/2024	Boost Your Career with EURES! Jobs in ICT and Business	Finland, France, Ireland, Spain and the Netherlands	M	Job fair	Online
13	28/05/2024	Balance your Life on Sweden's West Coast Tech Engineers, Health, Life science in Lund & Gothenburg	Sweden	S	Informational	Online
14	30/05/2024	Work in Flanders Day @ Valencia	Belgium and Spain	S	Job fair	Online and onsite
15	11/06/2024	Germany Scores with North Rhine-Westphalia	Germany	L	Job fair	Online
16	20/06/2024	Living in Denmark Find your next job in Denmark	Denmark	M	Job fair	Online

	Date	Title	Main organising country	Package	Type	Format
17	04/09/2024	Work in Lapland Find your Opportunities in Northern Finland	Finland	M	Job fair	Online
18	27/09/2024	Make it in Germany 2024 Take your chance	Germany	L	Job fair	Online
19	02/10/2024	Work in Denmark – Destination West Zealand Find your next job in Denmark	Denmark	M	Job fair	Online
20	04/10/2024	EURES ITALY for BSBF2024	Italy	L	Job fair	Online and onsite
21	08/10/2024	Finland Works – Now Let it Work for You	Finland	M	Job fair	Online
22	10/10/2024	Work in Flanders – Match Made in Europe Event!	Belgium	M	Job fair	Online
23	22/10/2024	Today's Dream, Tomorrow's Reality 30 years of moving abroad with EURES	Sweden, the Netherlands and Germany	XL	Information	Online
24	24/10/2024	Swedish Day 2024 Fast track to your future!	Sweden	L	Job fair	Online
25	30/10/2024	Online Job Summit: Where Talent Meets Opportunity	Germany	M	Job fair	Online
26	05/11/2024	Job and Career in Latvia	Latvia	M	Job fair	Online
27	07/11/2024	Building Ireland's Future: Careers in Construction 2025	Ireland	S	Job fair	Online
28	13/11/2024	EURES Italy for Employers' Day 2024 Special edition EURES 30th Anniversary	Italy	L	Job fair	Online
29	27/11/2024	Work in Portugal 2024	Portugal	L	Job fair	Online
30	06/12/2024	Work@PL2024 Work in Poland, in all sectors possible!	Poland	M	Job fair	Online
31	16/12/2024	Work In Greece Construction Sector	Greece	S	Job fair	Online
32	18/12/2024	Currywurst meets Frikandel 4.0 Working and living in the cross-border region between Germany and the Netherlands	Germany and the Netherlands	M	Job fair	Online

3.2. E(O)JDs in relation to shortages and surpluses in Europe

As per data from the 2023 EURES report on [labour shortages and surpluses](#) in Europe,⁵ E(O)JD events generally align with current labour market trends. In particular:

- Belgium, a country experiencing significant labour shortages at the regional level, ranks among the countries organising the most events. All the events were organised by EURES Flanders, a region where specific labour shortages were identified in the report (notably in science and engineering and construction workers), as opposed to Wallonia, which has a surplus in different occupations and no events organised. In terms of sectors, it can be observed that most of the events relate to software, engineering and construction, which aligns with the shortage occupations identified in the report.
- At the same time, it can be observed that countries with more shortages than surpluses in their national market, e.g. Germany, Greece and Italy, tend to attract a larger number of employers who seek candidates to fill their openings.
- In terms of sectors, the report shows that the construction sector has the most persistent labour shortages. This is reflected in the number of specific events dedicated to the sector, such as 'Work Force in Flanders. Flanders, path to your career in industry or construction', 'Building Ireland's Future: Careers in Construction 2025', and 'Work in Greece. Construction Sector'.
- Other single occupations with clearly identified shortages include healthcare professionals and software professionals, which are reflected in occupation-specific events, such as "Work IT in Flanders. Flanders, path to your ICT career", 'Boost Your Career with EURES! Jobs in ICT and Business', 'Balance your Life on Sweden's West Coast. Tech Engineers, Health, Life science' or 'Make it in Germany'.
- The statistics related to the number of job applications submitted suggest an appetite for seasonal jobs, which allow jobseekers to gain short-term employment, develop new skills, and acquire work experience in a foreign country (44% of the total job applications received result from events specifically aimed at addressing seasonal occupation shortages, see full statistics in Section 3.5). This is also in line with shortages in these sectors across the EU/EFTA, with a special focus on Portugal, which is one of the leading countries organising 'Seize the Summer'. Events focused on seasonal employment gathered, on average, 2.95 applications per job post, which is higher than the average ratio of 2.26 applications per job post.

3.3. Multisector vs sector-specific events

In 2024, a total of 23 multisector events were organised. This means that the job vacancies published covered a wide range of sectors, spanning from construction to education, and from arts, entertainment and recreation to agriculture, forestry and fishing.

The remaining nine events focused on specific sectors, sometimes highlighted in the subtitle of the events. These included, for instance, accommodation and food services activities, construction, manufacturing, transportation and storage, and information and communication, as well as professional, scientific and technical activities.

The '[statistical classification of economic activities' in the European Community \(NACE\)](#) was integrated into the event application form in June 2023 to allow for a better analysis of the sectors represented in each event. This analysis identified the sectors that appeared most frequently in E(O)JDs⁶. In 2022 and 2023, the accommodation and food service activities sector emerged as the most frequently occurring, whereas in 2024, the most frequent sectors were:

- construction;
- information and communication;

⁵ https://eures.europa.eu/living-and-working/labour-shortages-and-surpluses-europe_en

⁶ The frequency order of sectors was determined by analysing all events, including both sector-specific and multi-sector ones.

The analysis considered each sector represented in multi-sector events to ensure a comprehensive overview of sector prevalence.

- manufacturing;
- accommodation and food service activities;
- transportation and storage.

3.4. Statistics per event

- The **largest events in terms of participating jobseekers** were 'Finland Works' (3 466 jobseekers), 'Today's Dream, Tomorrow's Reality' (3 212 jobseekers), 'Finland Works – Now Let it Work for You' (3 159 jobseekers), 'Online Job Summit: Where Talent Meets Opportunity' (2 903 jobseekers) and 'Seize the Summer with EURES 2024' (2 382 jobseekers).
- The **largest events in terms of participating employers** were 'Seize the Summer with EURES 2024' (218 employers), 'EURES Italy for Employers' Day 2024' (156 employers), 'Work in Greece (Φιλοξενία)' (99 employers), 'Germany scores with North Rhine-Westphalia' (68 employers) and 'Make it in Germany 2024' (50 employers).
- The **largest events in terms of job applications submitted** were 'Seize the Summer with EURES 2024' (7 916 applications), 'Finland Works' (4 683 applications), 'Find your Seasonal Job in Europe!' (2 775 applications), 'EURES Italy for Employers' Day 2024' (2 772 applications) and 'Work in Lapland' (2 605 applications).
- There is not a direct correlation between the number of jobseekers participating and countries with labour shortages/surpluses in all events. In general, high jobseeker participation often results from **collaboration between multiple countries** on a single event (such as 'Seize the summer' with 2 382 jobseekers or 'Boost Your Career with EURES' with 2 212 jobseekers), a **large number of companies or job posts** (such as 'Seize the summer' with 218 employers and 4 598 job posts or 'EURES Italy for Employers' Day 2024' with 156 employers and 3 981 job posts, attracting 2 321 jobseekers), or effective event promotion (the information event 'Today's Dream, Tomorrow's Reality', despite not being a recruitment event, attracted 3 212 jobseekers, thanks to the intense promotion from all EURES countries).
- The **type of qualifications required** is also a factor influencing the number of jobseekers participating in events. As mentioned, in 2024, 44% of the total job applications received resulted from events focused on seasonal jobs, which are usually linked to the hospitality, restaurant and catering (HORECA) sector and, therefore, do not typically require degree-level qualifications. Countries like Germany and Denmark usually demand professionals in sectors such as healthcare and ICT, with a more limited pool of qualified candidates.

Table 3: Overview of statistics per event during spring semester (January–June 2024)

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
E(O)JD	Work In Greece (Fiλοξενία)	Desti-nation Norway	Seize the Summer with EU-RES 2024	Make it in Germany 2024	Tourism & Hospitality Jobs in Norway	Finland Works	Work IT in Flan-ders	Find Your Seasonal Job in Europe!	Work in Greece II	Work Force in Flanders	Make it in Germany 2024	Boost Your Career with EU-RES!	Balance your Life on Sweden's West Coast	Work in Flanders Day @ Valencia	Germany Scores with North Rhine-West-phalia	Living in Denmark
Size	M	M	L	L	M	M	S	S	M	S	L	M	S	S	L	M
Employers	99	37	218	50	15	38	3	43	37	9	37	30	0	2	68	7
Info points	0	2	4	7	3	16	1	2	0	1	5	2	2	0	0	1
Countries (EURES Members or Partners)	1	2	13	7	1	3	0	13	1	0	3	5	1	1	2	1
Registered jobseekers	1 047	1 610	2 382	1 775	1 236	3 466	375	1 595	369	500	971	2 212	2 258	34	674	1 175
No. of job vacancies	230	57	593	151	40	65	6	67	61	30	63	75	0	10	178	107
No. of job posts	1 318	473	4 598	497	141	399	6	421	325	67	82	114	0	23	391	176
Job applications submitted	2 153	1 360	7 916	1 110	1 216	4 683	115	2 775	902	415	178	1 089	0	10	752	931
Messages on public chat	414	748	993	597	294	514	23	330	115	91	634	497	203	43	497	486
No. of interview calls placed (JITS)	91	7	104	4	9	20	0	25	7	29	0	30	1	1	0	0
Unique pageviews on website (live event)	16 080	13 237	44 180	14 486	8 708	24 452	1 686	7 375	4 745	2 403	10 221	10 786	2 122	23	5 370	6 286
Unique pageviews on website (two weeks before the event)	70 768	75 387	166 892	78 905	58 734	107 176	12 331	43 537	31 028	13 597	44 082	61 862	11 761	622	36 458	37 718
Total pageviews on website (live event)	27 902	21 006	70 415	21 264	13 995	38 242	2 883	12 248	7 782	4 179	6 799	15 999	3 215	26	8 870	9 947

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
E(O)JD	Work In Greece (Filoxenia)	Destination Norway	Seize the Summer with EURES 2024	Make it in Germany 2024	Tourism & Hospitality Jobs in Norway	Finland Works	Work IT in Flanders	Find Your Seasonal Job in Europe!	Work in Greece II	Work Force in Flanders	Make it in Germany 2024	Boost Your Career with EURES!	Balance your Life on Sweden's West Coast	Work in Flanders Day @ Valencia	Germany Scores with North Rhine-Westphalia	Living in Denmark
Total pageviews on website (two weeks before the event)	107 560	111 592	255 016	116 289	87 023	158 939	19 567	69 693	46 643	21 946	63 481	84 372	17 641	848	52 871	53 549
Unique viewers	663	663	1 416	652	418	1 012	100	271	204	130	368	715	172	25	764	375
Total views	1 411	1 411	3 912	1 368	889	2 219	195	647	436	297	776	1 468	280	46	305	780

Table 4: Overview of statistics per event during autumn semester (July–December 2024)

	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
E(O)JD	Work in Lapland	Make it in Germany 2024	Work in Denmark - Destination West Zealand	EURES ITALY for BSBF2024	Finland Works	Work in Flanders - Match Made in Europe Event!	Today's Dream, Tomorrow's Reality	Swedish Day 2024. Fast track to your future!	Online Job Summit: Where Talent Meets Opportunity	Job and Career in Latvia	Building Ireland's Future	EURES Italy for Employers' Day 2024	Work in Portugal 2024	Work@ PL2024	Work In Greece	Currywurst meets Frikandel 4.0
Size	M	L	M	L	M	M	XL	L	M	M	S	L	L	M	S	M
Employers	19	45	34	27	28	12	0	17	30	26	21	156	18	22	7	2
Info points	6	7	12	7	10	2	2	9	0	0	4	28	7	0	0	4
Countries (EURES Members)	6	7	1	15	3	5	31	1	3	1	3	11	1	3	1	3
Registered jobseekers	1 833	1 945	1 495	2 077	3 159	373	3 212	1 497	2 903	588	1 125	2 321	1 296	515	40	156
No. of job vacancies	53	92	105	56	51	42	0	105	267	112	119	546	112	25	32	8
No. of job posts	478	393	181	107	210	92	0	492	961	463	256	3 981	602	288	52	8
Job applications submitted	2 605	684	710	679	1 107	258	0	523	2 159	157	823	2 772	1 422	217	13	24

	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
E(O)JD	Work in Lapland	Make it in Germany 2024	Work in Denmark - Destination West Zealand	EURES ITALY for BSBF2024	Finland Works	Work in Flanders - Match Made in Europe Event!	Today's Dream, Tomorrow's Reality	Swedish Day 2024. Fast track to your future!	Online Job Summit: Where Talent Meets Opportunity	Job and Career in Latvia	Building Ireland's Future	EURES Italy for Employers' Day 2024	Work in Portugal 2024	Work@ PL2024	Work In Greece	Currywurst meets Frikandel 4.0
Messages on public chat	354	853	566	104	563	141	657	356	304	206	183	287	519	134	50	311
No. of interview calls placed (JITSI)	52	8	1	0	23	8	0	2	53	6	5	81	20	2	1	1
Unique pageviews on website (live event)	10 434	9 782	12 192	4 534	19 095	5 324	13 121	8 784	11 898	6 195	6 084	15 564	13 376	2 804	1 588	2 560
Unique pageviews on website (two weeks before the event)	61 709	56 859	62 120	34 656	84 558	19 821	80 674	46 045	61 219	22 627	27 662	74 422	59 529	22 522	8 226	12 836
Total pageviews on website (live event)	17 207	14 337	18 316	6 453	28 961	7 334	19 479	12 491	18 210	9 170	9 094	23 635	19 699	4 234	2 461	3 773
Total pageviews on website (two weeks before the event)	90 527	82 471	84 576	46 646	117 686	27 457	104 342	60 030	86 415	31 968	39 746	106 918	81 066	31 167	12 272	17 219
Unique viewers – Ustream	386	587	585	230	729	343	1 651	492	558	282	214	746	661	290	57	493
Total views – Ustream	812	1 275	1 282	485	1 645	702	3 874	1 275	1 148	603	550	1 683	1 733	556	157	1 467

Table 5: Total statistics during 2024 (January–December 2024)

Statistics	Employers	Info points	Countries (EURES Members)	Registered jobseekers	No. of job vacancies	No. of job posts	Job applications submitted	Messages on public chat	No. of interview calls placed (JITSI)	Unique pageviews on website (live event)	Unique pageviews on website (two weeks before the event)	Total pageviews on website (live event)	Total pageviews on website (two weeks before the event)	Unique viewers – IBM Video	Total views – IBM Video
Total	1 157	144	149	46 214	3 458	17 595	39 758	12 067	591	315 495	1 586 343	479 626	2 287 536	16 252	35 687

4. ASSESSMENT OF EVENTS' PERFORMANCE

The E(O)JDs' performance is assessed based on **platform statistics**, a **satisfaction** and **hiring feedback survey** sent to employers and jobseekers via the E(O)JD platform. The statistics and satisfaction survey results are included in a **post-event report**, which is sent to National Coordination Offices (NCOs) and EOs, containing an overall assessment of the event. Hiring feedback is not included in this report, as the hiring survey is only sent one month after each event.

A **post-event report** is compiled for each event. This report, which includes statistics available from the platform about the event and results from the satisfaction forms, provides an assessment of the event based on **three main indicators**. The aim of these indicators is not to focus on the jobseekers hired, but on how the event facilitated the job-matching process.

The three indicators outlined below highlight key elements for assessing an event. Although these indicators do not provide a complete understanding of the event's achievements and the filling of job vacancies, they present useful information on how the event performed. This helps to identify good practices and/or areas for improvement. For example, if the number of job posts during an E(O)JD is lower than what the EO expects, this means that the EO should better assess the potential interest the event might generate among employers or rethink their promotional strategies.

In the case of information events, given that employers do not participate, there are neither job posts nor applications; therefore, the satisfaction survey is only completed by jobseekers.

Each indicator results in a positive (P) or less positive (N) outcome based on a minimum target set for all E(O) JDs, as explained in the description below.

Table 6: Performance indicators and description

Indicator	Description
<p>Indicator I (planning capacity):</p> <p>P = number of published job posts > number of expected job posts</p> <p>N = number of published job posts < number of expected job posts or inferior to the minimum standard</p>	<p>The result is considered positive if the number of job posts published is higher than that of job posts expected. In the case of a minimal difference (5-10%) between the number of job posts published and expected, the result is also considered positive.</p> <p>The number of job posts expected is directly correlated to the support package assigned to the event. An S package corresponds to 100-200 expected job posts, an M package to 200-300, and an L package to 300-500 job posts.</p>

Indicator	Description
<p>Indicator II (job matching):</p> <p>P = number of job applications submitted > number of published job posts</p> <p>N = number of job applications submitted < number of published job posts</p>	<p>The result is considered positive if the number of job applications submitted is higher than that of job posts published. In the case of a minimal difference (5-10%) between the number of job applications submitted and the number of job posts published, the result is also considered positive.</p>
<p>Indicator III (customer satisfaction):</p> <p>N/A = number of completed surveys < 20 % for employers and/or 5 % for jobseekers</p> <p>P = both employers' and jobseekers' score is > 6/10 or the average is > 6/10</p> <p>N = both employers' and jobseekers' score is < 6/10 or the average is < 6/10</p>	<p>The result is recorded if more than 20% of employers and more than 5% of jobseekers have responded to the satisfaction survey. The result is considered positive if both employers' and jobseekers' satisfaction scores are higher than 6/10, or if the average of both scores is higher than 6/10.</p>

To prevent public comparisons between EURES countries based on E(O)JD performance data, a table detailing this information is not included.

Table 7: Results of indicators I and II

	Event	Job posts published	Job posts expected	Job applications	Indicator I (ratio jobs published/ expected)	Indicator II (ratio job applications / job posts published)
1	Work In Greece (Φιλοξενία)	1 318	200-300	2 153	P	P
2	Destination Norway	473	200-300	1 360	P	P
3	Seize the Summer with EURES 2024	4 598	300-500	7 916	P	P
4	Make it in Germany 2024	497	300-500	1 110	P	P
5	Tourism & Hospitality Jobs in Norway	141	200-300	1 216	N	P
6	Finland Works	399	200-300	4 683	P	P
7	Work IT in Flanders	6	100-200	115	N	P
8	Find Your Seasonal Job in Europe!	421	100-200	2 775	P	P
9	Work in Greece II	325	200-300	902	P	P

	Event	Job posts published	Job posts expected	Job applications	Indicator I (ratio jobs published/expected)	Indicator II (ratio job applications / job posts published)
10	Work Force in Flanders	67	100-200	415	N	P
11	Make it in Germany 2024	82	300-500	178	N	P
12	Boost Your Career with EURES!	114	200-300	1 089	N	P
13	Work in Flanders Day @Valencia	23	100-200	10	N	N
14	Germany Scores with North Rhine-Westphalia	391	300-500	752	P	P
15	Living in Denmark	176	200-300	931	N	P
16	Work in Lapland	478	200-300	2 605	N	P
17	Make it in Germany 2024	393	300-500	684	N	P
18	Work in Denmark – Destination West Zealand	181	200-300	710	N	P
19	EURES ITALY for BSBF2024	107	300-500	679	N	P
20	Finland Works	210	200-300	1 107	P	P
21	Work in Flanders – Match Made in Europe Event!	92	200-300	258	N	P
22	Swedish Day 2024	492	300-500	523	P	P
23	Online Job Summit: Where Talent Meets Opportunity	961	200-300	2 159	P	P
24	Job and Career in Latvia	463	200-300	157	P	N
25	Building Ireland's Future	256	100-200	823	P	P
26	EURES Italy for Employers' Day 2024	3 981	300-500	2 772	P	N
27	Work in Portugal 2024	602	300-500	1 422	P	P
28	Work@PL2024	288	200-300	217	P	N
29	Work in Greece	52	100-200	13	N	N
30	Currywurst meets Frikandel 4.0	8	200-300	24	N	P

Reliable data can be gathered from indicators I and II. A total of 18 out of 30 job fairs recorded a positive ratio for indicator I (60% of all job fairs), while 25 recorded a positive ratio for indicator II (83.3% of all job fairs).

The **results of indicator I** show that 12 out of 30 events had a negative (N) outcome, representing 40% of the events. This indicates that EOs face challenges in meeting the expected number of job posts published at their events. This shortfall can be attributed to several factors, such as a mismatch between the expectations of the EOs for their events and the reality, including the country's market size or the characteristics of the specific employment sector targeted. Additionally, insufficient promotion of events and lack of employer engagement further contribute to this issue.

It is more likely for EOs to meet the requirement set by **indicator II** than those set by indicator I. With an average of 2.26 applications per job post, indicator II shows that in most E(O)JD events, employers can choose from at least two candidates applying for their job openings, ensuring they can find individuals who best fit their needs.

Regarding **indicator III** (customer satisfaction), in 2024, the satisfaction survey recorded a total average of 8% replies from employers (94 responses) and 4% replies from jobseekers (1 804 responses) out of the total number of employers (1 157) and jobseekers (46 214). The feedback survey asks employers how helpful the E(O)JD was in supporting them to find a suitable candidate. The survey also asks jobseekers how helpful the job fair was in supporting them to find a suitable job. Both participants are asked to respond by rating from 1 to 10, with 1 meaning 'not helpful at all' and 10 meaning 'extremely helpful'. The survey also allows participants to provide additional feedback about the event and leave comments. Some of the most recurrent ones include:

Jobseekers

- Positive comments on the event, highlighting the good quality of the presentations.
- Some of the jobs posted required a minimum knowledge of the national languages, which is perceived as a negative aspect, given that the events target EU citizens. Jobseekers requested that this be clearly specified in the description. This was addressed as part of the regular web developments, and since December 2024, the language skills required are more visible, being displayed on the job listing page.

Project Manager

Offered by: [Redacted]

Available for event: [Work@PL2024](#)

About:

We are seeking a Project Manager to oversee and manage construction projects, ensuring successful delivery within budget and schedule. The ideal candidate will be responsible for budget development, project planning, team coordination, and client negotiations. You will also actively participate in the recruitment process of project personnel and manage relationships with subcontractors to ensure the timely and efficient completion of projects. Additionally, your role will include monitoring project progress, overseeing financial settlements, and identifying new business opportunities.

Workplace:

Poland, Tarnów

Sector:

[Construction](#)

Language skills:

Polish - Fluent

English - Very good

Salary range:

Not provided

Figure 9: Language skills indicated in the job listing page.

- A request to have more employers present during the event so they can chat with them, and if possible, more presentations from employers rather than about the country.
- A request to have a jobseeker who recently moved to the country as a speaker, so they could provide a first-hand testimonial of all the challenges they might face in the future (both at the administrative and cultural level).

Employers

- Positive comments on the event, highlighting the good quality of the presentations and the fact that they managed to find good candidates.
- Lack of interesting applicants, either because they did not meet the level of experience required or because they were third-country nationals, and their company does not have the capacity to sponsor a visa.
- The event brought good visibility to their company, which is perceived as a very positive aspect of their participation.
- A request to invite experts on diploma recognition and visa allocation.

Events can be categorised into four groups according to the results of indicator III (customer satisfaction):

- Seven events for which both scores from employers and jobseekers were higher than six.
- 16 events for which either employers' or jobseekers' scores were higher than six.
- Six events for which both scores from employers and jobseekers were lower than six.
- Three events for which one score was N/A⁷, while the other score was negative.

With 22% of the events recording satisfaction from both jobseekers and employers and 44% of the events documenting satisfaction from only the jobseekers or only the employers, this raises concerns as to the factors behind these low rates and calls for actions to improve (the latter are listed under Section 6, Recommendations). These are, inter alia:

- Poor rates provided by TCNs: TCNs participating in E(O)JDs often rate events poorly, expressing frustration at being unable to apply for most job posts. Although TCNs are not a target audience, this trend negatively affects the overall evaluation scores.
- Language barrier: if presentations or job postings are not delivered in English or another widely understood language, participants may feel excluded or struggle to engage fully.
- Mismatch between participants' expectations and the opportunities available, such as job posts requiring specific qualifications or language skills they do not possess.
- Technical issues, such as poor platform usability, or even external factors like connectivity problems, can lead to frustration.
- Lack of interaction with employers, overly generic presentations, or unanswered questions in the public chat may leave jobseekers feeling ignored.

Nevertheless, considering the low number of feedback received in general, these numbers may not be representative.

⁶ A result of N/A is recorded when the number of responses received does not meet the minimum required (more than 20% for employers and more than 5% for jobseekers), and therefore the results are not representative.

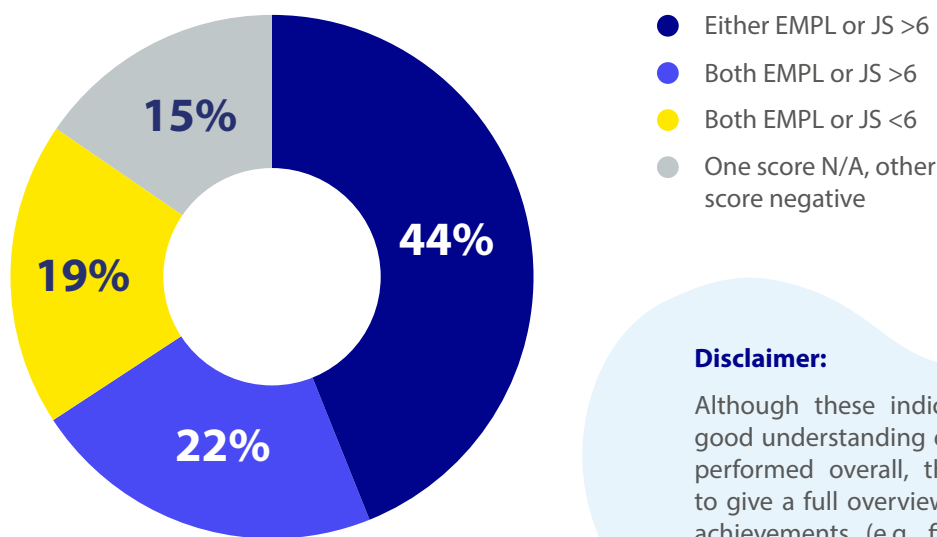


Figure 10: Satisfaction survey results

Disclaimer:

Although these indicators provide a good understanding of how the event performed overall, they do not aim to give a full overview of each event's achievements (e.g. filling vacancies). They provide some useful data to better identify the strengths and weaknesses in planning and/or organisation.

The E(O)JD platform also monitors the number of individuals hired as a result of their participation in the job fairs. The monitoring system is based on a hiring feedback survey sent to employers and jobseekers via the platform one month after each event. Since October 2022, it has become mandatory for EOs to send the hiring feedback survey to participants.

The feedback survey asks employers how many candidates they have hired or think they will hire as a result of their participation in the job fair. Jobseekers are asked whether they were hired or think they will be hired as a result of their participation in the job fair.

In 2024, the hiring feedback surveys recorded an average of 6% replies from employers (73 responses) and 2% replies from jobseekers (922 responses) out of the total number of employers (1 157) and jobseekers (46 214).

When analysing such results, it is important to note that figures related to hiring feedback forms are not representative of the number of individuals hired. First and foremost, the response rate to these surveys is low. Some of the reasons identified as possible causes for this low response rate are:

- survey fatigue, characterised by diminished motivation to participate;
- emails sent from the platform may end up in the spam folder, depending on the users' security policies;
- some employers are resistant to disclose details about their business activities and human resource policies;
- potential difficulty faced by platform users when responding to the questionnaire in a foreign language (English), as reported by some EOs.

Secondly, responses assume that an employer will hire a candidate or that a jobseeker will be hired. However, this is not a confirmation that a formal job offer was made/received.

Thirdly, selection processes might take more than one month, therefore extending beyond the time of the survey (one month).

Due to the reasons explained above, the hiring feedback cannot be used as a reliable source of information. Keeping these factors in mind, the number of hirings is always underestimated.

5. COMPARISON JOB FAIRS 2020 – 2024

To compare these results, only the job fair statistics (30) are considered, as they give an overview of how E(O) JDs support employers in finding workers abroad and jobseekers in finding job opportunities in another country. Information events are only included in this table in terms of the number of events organised, because companies typically do not participate, and there are neither job posts nor applications.

Table 8: Job fairs results from 2020 to 2024

Measure	2020	2021	2022	2023	2024
Number of information events	0	11	4	1	2
Number of job fairs	20	31	39	27	30
Number of jobseekers	34 451	38 199	43 054	52 419	40 744
Number of companies	851	1 989	1 909	1 158	1 157
Number of job posts	30 515	33 446	41 817	19 860	17 595
Number of applications	21 670	26 283	38 093	50 446	39 758
Unique viewers on live streaming on the day of the event	9 906	13 542	14 226	13 399	14 429
Unique pageviews on website on the day of the event	296 296	357 853	294 343	316 267	300 252

- In total, **30 job fairs** took place during 2024, which is a small increase compared to the 27 fairs organised in 2023. This number is similar to the results of 2021. In 2022, 39 job fairs took place, reflecting the full reactivation of the labour market that year after the COVID-19 pandemic. External factors that could have negatively impacted the number of events in 2024 include continued economic uncertainty following the deceleration of EU GDP in 2023. In comparison to 2022, the job vacancy rate in 2023 declined slightly, while unemployment rates remained at historically low levels. Internal reasons to explain this decrease in

the past two years might include difficulties in attracting new employers to the platform due to a lack of promotion or EOs' lack of time/capacity to organise more E(O)JDs. This long-term trend may have partially affected the results in 2024.

- A total of **40 744 jobseekers participated** in E(O)JDs job fairs during 2024, a 22% decrease from the previous year, which saw 52 419 jobseekers participating, despite the higher number of events organised in 2024. Each event in 2024 attracted on average a smaller number of jobseekers compared to previous years. The decrease might be due to insufficient promotional efforts which could be the result of a shrunk number of EURES staff in some EURES countries, decreasing interest from jobseekers due to the general improvement of the labour market from their perspective, and restrictions added to third-country nationals' participation in the events. Nevertheless, as observed in later points, these jobseekers prove to be more engaged in the events.
- In 2024, **1 157 companies registered**, showing numbers that are nearly identical to 2023 (1 158 companies). This consistency confirms that E(O)JDs remain an attractive tool for employers and that network connections between employers and EURES Advisers have been maintained.
- The number of job posts in total and per company has decreased. In 2024, **17 595 job posts** were published, while in 2021 and 2022 there were 33 446 and 41 817, respectively, and 19 860 in 2023. This was despite the number of events being slightly higher and an almost identical number of companies participating, which suggests that either companies are recruiting less, or more small and medium-sized companies are participating with less recruitment capacity.
- The number of applications slightly decreased in 2024, with a total of **39 758 applications**. Data show **an average of 2.25 applications per job post**, which results in lower chances for employers to select the most suitable candidate compared to 2023, with a ratio of 2.5 per job post. This is mainly due to the decrease in the number of jobseekers participating. However, looking at the ratio of applications per registered jobseeker, it remained stable compared to 2023 but increased compared to previous years (0.63 applications per jobseeker in 2020, compared to 0.98 in 2024), which means that **almost all jobseekers applied to a job at least once**. This trend indicates that improved targeting strategies are helping jobseekers engage more actively in events and submit more applications.
- **14 429 unique viewers** followed live-streamed presentations on the day of the event in 2024, while the number of **unique pageviews to the E(O)JD platform on the day of the event was 300 252**, reflecting a decrease compared to 2023. Both indicators could be improved by increasing outreach efforts and enhancing the platform's visibility with further tailored events, a relevant agenda, and clear communication about the benefits and opportunities available. Collaborations with new employers might also have a positive impact.

6. RECOMMENDATIONS

Based on the analysis and findings of this report, below are proposed recommendations to improve E(O)JD services:

- According to the EURES report on labour shortages and surpluses 2023, the Netherlands, Norway and Romania are among the **countries with the highest number of shortage occupations**, along with Belgium. While Belgium organised several events during the year, the other countries could also benefit from hosting more events to address their workforce imbalances by attracting foreign talent.
- Other countries, such as Denmark and Sweden, which report high levels of labour surpluses in occupations such as managers, professionals, and technicians, could benefit from greater collaboration with other EURES countries suffering from labour shortages. Instead of prioritising the attraction of foreign talent, they could **focus on facilitating the mobility of their surplus workforce to regions with labour shortages**.
- Labour surpluses and shortages vary by sector, meaning that sectoral mismatches may limit the direct transferability of workers between regions. This implies that targeted mobility initiatives and sector-specific strategies should be implemented. Understanding these imbalances is crucial for EOs aiming to address workforce challenges. The E(O)JD workshop is a good platform to report on such imbalances and discuss how E(O)JDs can support overcoming them. Based on this, **potential collaboration between countries when organising an E(O)JD can be pre-identified**.
- On average, E(O)JD events recorded moderate results for indicator I (planning capacity), which shows that **EOs face challenges in meeting the expected number of job posts published** at their events. In general, while event performance indicators provide useful information and allow for the identification of good practices and/or areas for improvement, it is recommended that this indicator be carefully reviewed in consultation with EOs. This will ensure that it reflects the reality at the local level, accounting for factors such as the size of a country or the specific employment sector targeted.
- On average, E(O)JD events recorded positive results for indicator II (job matching). Despite a slight decrease compared to 2023, this result still allows employers to access a large pool of jobseekers and provides a high likelihood of finding the right candidates for their vacancies. To further improve job matching, it is recommended to **increase the pool of jobseekers participating in the events** and to encourage them to submit applications for relevant job posts.
- The results for indicator III (customer satisfaction) demonstrate relatively low satisfaction levels, with only seven events receiving scores above 6/10 from both employers and jobseekers, and 16 events where either employers or jobseekers gave scores exceeding 6/10. **Several actions can be implemented to improve participants' experience in E(O)JDs**. Ensuring that all presentations and materials are available in English (or offer live translation and subtitles), and that eligibility criteria and job requirements are clearly explained in the job post descriptions, would greatly enhance participants' experience. Improving the platform's usability can also reduce frustration and subsequently increase satisfaction scores. Moreover, employers should be encouraged to deliver live presentations, answer questions, and participate in interviews, so that jobseekers do not feel overlooked.

- This report shows that the percentage of participants replying to post-event surveys is still rather low. A **higher response rate is needed** to better capture participants' ideas, suggestions and complaints, and to further improve the platform and events. Completing the survey should be made quick and easy with a direct link in the chat or a QR code in the presentation at the end of each event. Moreover, a polite follow-up reminder a few days after the event may encourage those who forgot to fill out the survey. Additionally, EOs should promote the survey during the event by mentioning it before the close and providing a link for immediate completion.
- Compared to previous years, 2024 saw a **positive trend in the ratio of applications per registered jobseeker**. This indicates that improved targeting strategies are helping jobseekers to engage more actively in events and submit more applications. Based on this, it is recommended that tailored promotion of E(O)JDs continues. To reach jobseekers, EOs should identify relevant labour markets to target in line with the latest EURES report of labour shortages and surpluses in Europe.

As shown by the results and analysis of the 2024 E(O)JDs, it is essential that platform developments, events, workshops and communication products are always interlinked and build on each other. By continuously refining implementation approaches, each activity can further strengthen the effectiveness of E(O)JDs and create viable opportunities for both jobseekers and employers in the EU/EFTA labour market.

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