

Job Fair Preparation – Guidelines for Teachers/Facilitators

Opening Class Discussion

- A Job Fair is *an event in which employers, recruiters, and schools give information to potential employees.*
- Students may have experienced events that have similar formats to Job Fairs. Any event that required them to go to different tables or booths and speak with a representative would qualify.
- Job Fairs can be intimidating for people of any age, but especially for High School students. The goal of this conversation is to familiarize them with the format of the event and show that they've likely attended similar events.

Individual Activity

- Job fair planners typically provide a list of participating employers in advance of the event. During this activity, encourage the students to be as specific as possible with their desired jobs. Examples include:
 - Brand Ambassador/Sales Associate
 - Barista/Server
 - Customer Service Associate
 - Bank Teller
 - Lifeguard
- When using Indeed, instruct the students to look for jobs in their area that they could actually apply and interview for today.
- Common topics to look for when researching companies to gather more information include mission statement, values, company culture, and opportunities for growth.
- Emphasize the importance of job searches being a two-way street. Companies are looking for the best candidate, but students should be looking for the best job and fit as well.
- After [creating a student-based LinkedIn account](#), encourage students to request and/or make at least 5-10 connections and follow 5 Employers and/or Colleges.
- Encourage students to compare findings regarding different opportunities and organizations. They may consider the details about the job such as location, pay, duties, and overall culture.
- Urge students to curate questions to ask at the job fair targeted to information discovered during research.

- ***What does the hiring process look like?***
- ***Do you offer training or mentoring to help me succeed in your company?***
- ***What advice would you give someone applying to your company?***
- ***What career paths are available in your organization?***
- ***What skills and qualities do you look for in the ideal candidate?***
- ***What do you enjoy the most about working for your company?***
- ***What does the average day on the job look like?***

Individual → Group Activity

- An Elevator Pitch is *a brief overview of your professional and educational accomplishments and information relevant to your skills and career goals.*
- Communicate the purpose of an elevator pitch to sell yourself and qualifications. The phrase comes from the idea that you would deliver your pitch in the time it would take for an elevator ride, which on average is around 30-60 seconds.
- Inform students that at a job fair, an elevator pitch is significant given the limited amount of time spent speaking with each employer.

Script: 60 Second Commercial

- This strategy is used to answer the interview question "Tell me about yourself," or to introduce yourself at a career fair, network at a professional event.
- The 60 Second Commercial is an advertisement of yourself. Be sure to keep it career-related and avoid personal information (e.g., where you were born, what your parents do for a living, number of siblings).

Group Activity

- Have students participate in Activity 1 without any explanation of the styles of dress.
- Emphasize "business professional" as the best choice for a general Career Fair, but also indicate certain industries may have attire requirements deviating from "business professional".
- Explore the "Lookbook" with students for additional examples, and then engage students with Activity 2.

Resources and Statistics:

National Association of Colleges and Employers: <https://www.nacweb.org/career-development/trends-and-predictions/prevalence-popularity-of-career-fairs-remains-steady/>

- 90-95% of college career centers offer at least one career fair a year
- On average, around 208 companies/organizations attend a single college career fair
- The average student attendance for career fairs is 1441 students

Say Yes to the Correct Style of Dress (Answer Key)



BC



BP



C



BP



C



C



BC



BC



BP



BC



BP



C

Business Professional

A traditional form of attire used in more conservative settings or companies with strict dress codes, as well as job fairs and networking events

Business Casual

A common form of dress worn in many offices that includes classic business staples, but also includes casual elements such as khaki pants and polo style shirts.

Casual

Informal clothing worn in informal business settings but typically in settings outside of work.

Finding Affordable Attire

Professional clothing can be affordable and does not have to break the bank! Many online and in-person companies offer clothing at low or discounted prices. Common places to acquire professional attire at a decent price could include Target, Old Navy, H&M, ASOS, SHEIN, Thrift Stores, and more.

Summary of Tips & Strategies

EXPERIENCE JOB FAIR SUCCESS

Select professional attire

Utimize an effective resume

Communicate with confidence

Conduct research on participating employers

Explore job opportunities you've never considered

Seize the moment to engage and network with multiple employers

Say "thank you" and extend a firm handshake at the end of each conversation