

# Career Fair “How To” Guide



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## Career Fair "How To" Basics

1. Coordinate the career fair event with your principal. Share date, time and location with faculty and staff once all details have been made.
2. Choose the location - gym, auditorium, cafeteria, etc. and secure the room for the afternoon before the day of the Career Fair **well in advance**. You may want access to outside areas to display large equipment like fire engines, tractors, police cars, delivery trucks, various work vehicles, etc.
3. Choose the date - Pay attention to other activities already planned. **Set the date as early as possible**. You may even want to mail a "save the date" postcard to previous participants so they can get it on their calendars.
4. Establish a time for your event. Remember businesses are busy so all day events are discouraged.
5. Decide how students will visit exhibitors (by grade, class, building location, etc.)
6. Design a form to mail, email or hand out to potential exhibitors. See attached sample.
7. Recruit businesses to participate.
  - Recruit businesses that represent South Carolina's 16 clusters of study and majors. Try to have at least one exhibitor from each cluster.
  - Utilize the speakers bureau from MEBA at [www.mebasc.com](http://www.mebasc.com)
  - Add your event to the MEBA community calendar located on the MEBA website [www.mebasc.com](http://www.mebasc.com)
  - Contact your local chamber of commerce and ask for their assistance in letting their members know of your event. (e-blasts and newsletters)
  - Invite parents to participate using the school newsletter, website, etc.
  - Invite post-secondary institutions to discuss financial aid, admissions, etc.
  - If you are an elementary or middle school, consider inviting your high school's career and technology/magnet programs to display courses offered in high school or at the local career and technology center. (Older students have a huge impact on the younger students.)
  - If you are an elementary or middle school, consider inviting the school counselors from high schools to participate.
  - Invite business partners or marketing/business teachers to do mock interviews with the students or give mini-sessions on job skills techniques and suggestions.

8. Get several reliable volunteers to help recruit participants. You will also need someone to take photos, greet and direct participants and to assist with traffic patrol inside the career fair. You may want to have students help with carrying materials in for the business partners.
9. Have refreshments for the participants such as coffee, water, juice, etc. If the fair goes through lunch, be sure to build in a time to eat and have lunch for the participants. Have this area staffed by an adult.
10. Keep a list of participants. Mail or email a confirmation to the participants so they will know exactly when and where to go and what to expect. **You may also want to call several days in advance of the event as a courtesy reminder! (helps avoid "NO SHOWS")**
11. Make a master layout of your area and distribute to participants helping the day of the event.
12. Figure out table arrangements. Be sure to keep in mind participants who need electrical outlets and other equipment space or those who may have larger than usual props/displays.
13. Set up display area the day prior to the event if possible.
14. Make table signs for ALL participants. (This would be a great project for a computer/graphics class.)
15. Write a press release (before and after) to inform the community of the activity. Remember to include contact information for participants. Share with district public relations staff.
16. Remind your teachers about the activity at staff meetings, email reminders, etc...
17. Get on staff meeting agenda to share career day sample activities. Encourage teachers to share ideas with each other about how to make the day more meaningful. The more that is done to discuss careers prior to the event, the more the students will gain from the experience.

**Do not have a career fair just to have a career fair! Make it meaningful!**

18. Arrange for parking and loading/unloading of materials and/or buses. Include parking instructions with confirmation letter.
19. Have a central check-in spot for participants with all information they may need such as a map, refreshments, restroom locations, etc.

20. Personally walk around during the activity and thank each business participant. Give a thank you gift such as a school pen, mug, hat or certificate of appreciation.
21. Encourage students and teachers to write thank you notes. Proof spelling and grammar before mailing.
22. Write thank you notes to teachers, staff and students helpers.
23. Develop evaluation forms for business partners, , teachers and students. Distribute at the end of the career fair to business partners and the next day to faculty and students.
24. Tally evaluations and compile findings and remarks.
25. Make a report at the next staff meeting agenda to summarize the activity and thank the faculty for their efforts.
26. Breathe and set your date for next year.



# SAMPLE

## Career Focus Seminar "Careers by Design"

The Midlands Education and Business Alliance (MEBA) would like to invite you to participate in the "Careers by Design" Career Focus Seminar on March 17, 2019. The annual conference brings teachers together from Lexington, Richland and Fairfield Counties to learn business concepts and practices in specific career areas. This year's focus is on art in the industrial setting.

When: Thursday, March 17, 2019  
8:30 am - 2:00 pm

Where: Midlands Technical College, Northeast Campus  
151 Powell Rd., Columbia

Who: Teachers from all Richland, Lexington and Fairfield County Schools

\_\_\_ YES, I would like to participate by conducting a 45 minute break-out session.

\_\_\_ YES, I would like to have an exhibit table for the event.

\_\_\_ NO, I am unable to attend at this time.

*Please send back no later than February 11, 2019 to lcall@mebasc.com*

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

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Contact Person: \_\_\_\_\_

For more information please contact Lisa Call at 803-732-5258

October 4, 2019

# SAMPLE

Dear Business Partner:

On behalf of the Midlands Education and Business Alliance's Healthcare, Human Services, and Law, Public Safety, Corrections and Security as well as Midlands Technical College, we would like to thank you for agreeing to participate in our career day "*Careers That Serve and Protect Your Community*" on Tuesday, October 12, 2019, 8:30 a.m. to 1:10 p.m. The location is the Midlands Technical College Airport Campus. Business partners and colleges/universities will setup in the atrium area of the Academic Center or assigned room for sessions. Table setup will begin at 8:30 a.m. The students will be scheduled to visit with you from 9:30 a.m. to 1:10 p.m. Lunch will be served during the event. **If you have special set up needs, please let us know in advance. Please stop by our registration table in the Academic Center upon arrival to get your table and/or room assignment.**

During the career day, approximately 200 eighth grade students, parents and teachers will have an opportunity to discuss firsthand the many career opportunities in your areas. They will also learn about the educational requirements, salaries, skill requirements and many other pieces of valuable information.

You may want to bring with you hands-on activities, samples, brochures and any other material you feel will be beneficial for participants.

We have enclosed a map for your convenience.

If you have any other questions regarding the career day, please contact Lisa Call at 803-732-5258.

**We look forward to seeing you there.  
Thank you for your time and participation.**

Sincerely,

*Lisa Call*

Lisa D. Call  
Chief Operating Officer

Enclosures



SAMPLE PRESSRELEASE

FOR IMMEDIATE RELEASE

SCHOOL OPENS DOORS TO BUSINESSES AND COLLEGES AS STUDENTS LEARN ABOUT  
PLANNING EARLY FOR CAREER SUCCESS

Students at \_\_\_\_\_ school will find all about what the future can hold for them on \_\_\_\_\_.  
Businesses and college representatives will be coming to the school to talk with students about their  
careers. The career fair is scheduled from \_\_\_ to \_\_\_\_\_.

Students will spend time interviewing business representatives about the skills, training, salary and other  
aspects of their work. There will also be college representatives and students available to meet with the  
students to discuss post-secondary options.

\_\_\_\_\_ School is located at \_\_\_\_\_

For more information, contact:





## Sample PA System Announcements

### Career Fair Announcements:

We have some exciting news. On \_\_\_\_\_ in the \_\_\_\_\_ there will be representatives coming to the school to talk with students about career opportunities. The career fair will be from \_\_\_\_\_ to \_\_\_\_\_. Your teachers will be talking more about the career fair with you. Please invite your parents to come

The career fair will be held next week from \_\_\_\_\_ to \_\_\_\_\_ in the \_\_\_\_\_. Don't forget to invite your parents to come. Your teachers will be working with you this week in preparation for the career fair.

The career fair is tomorrow. Remember to greet our guests with a firm handshake, smile and have a pleasant attitude. Thank them for taking time from their schedule to be with us. Remember to invite your parents!

We'd like to welcome all our visitors and parents to today's career fair. Thank you for taking the time to be with us as we plan for our future. We appreciate your working with us to ensure our children a successful career. Enjoy the career fair!

Faculty, staff and students, we want to thank you for making the career fair a huge success. You showed great respect to our guests and learned a lot about the importance of early planning for your career path. Thanks again, and a special thanks to \_\_\_\_\_ our career fair coordinator for volunteering to plan the event for us. She/he did a great job!

# SAMPLE

## Career Fair Evaluation Business Partner

Please take a few moments to complete the following questions. Your answers will ensure that our career fair continues to improve and is valued. Thank you for your time and participation!

Please make additional comments at any time.

1. Did you feel the location was convenient?
2. Did you find the time convenient?
3. Did you find the date to be convenient?
4. Did you find the space provided to be adequate?
5. Do you think this activity was a good use of your company's time? Why or why not?
6. What suggestions would you offer to make next year more successful?
7. Will your company or school return next year?

Optional

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

Company/School: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

# SAMPLE

## Career Fair Evaluation Educator

Please take a few moments to complete the following questions. Your answers will ensure that our career fair continues to improve and is valued. Thank you for your time and participation!

Please make additional comments at any time.

1. Did you feel the location was convenient?
2. Did you find the time convenient?
3. Did you find the date to be convenient?
4. Did you feel the career fair was a good learning experience for you and your students?  
Why or why not?
5. What type of activities could we provide to make this a more meaningful educational activity?
6. What suggestions would you offer to make next year more successful?
7. Will you attend this career fair next year?
8. Will you encourage your students to attend next year?
9. How did you encourage students to participate this year? (extra credit, class assignment, homework, etc.)

Optional

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

School: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## SAMPLE Career Fair Assignments

- Have students write a paper on why they would be good for a chosen career. Encourage students to accentuate the positives about themselves when writing this paper. This activity can also be tied into your districts Character Education activities. Students can then report to the class their positive characteristics and career selection.
- Have students cut pictures out of magazines about the career of their choice. Take pictures and paste them to construction paper or poster board. Present posters to class. (Alternative - do the above activity with positive characteristics, again, tie into character education.)
- Have students research a career that they are interested in prior to the career fair or afterwards. Have them talk to people from chosen career clusters at the career fair. Talk about skills needed, schooling required, salary, benefits, personal traits needed, why they like their job, what challenges do they face and career opportunities.
- Form teams and assign above project. Have students present projects with some type of visual (i.e. Power Point, poster, photos, handouts, video, etc.). Students should be grouped according to their specific interests or career majors. Refer to the sixteen clusters of study and majors.
- Have students talk with business people and get signatures on sheet provided in resource section.

## Sample questions to ask during the career fair (Customize for age/grade)

1. What is your name and job title? Where do you work?
2. Describe your occupation and duties.
3. What is your educational background? What school subjects do you feel would be most helpful to prepare for this position?
4. What work experience did you need and how do you use those skills to do your job?
5. Describe working conditions associated with your position (i.e., physical working conditions, amount of overtime required, stress level, amount of responsibility, amount of travel required, etc.)
6. What do you find most difficult, stressful, etc. about the position?
7. What kind of clothes do you need to wear for your job? Are uniforms worn? Is protective gear required?
8. Where do you work (inside, outside, at a desk, on an assembly line) and what special tools or equipment are used?
9. What recommendations do you offer to someone who is interested in entering a similar position?
10. What do you enjoy most about this position?
11. In your opinion, what types of attitude and personality traits are important in order to be successful in this career field?
12. What opportunities are there for advancement in this career field?
13. What communication skills do you need for your job? With customers? With other employees?
14. Describe your role in supervision. Do you supervise other people? What is involved in supervision? Who supervises your position?
15. What are the starting salaries and educational requirements for people who hold positions similar to yours?
16. What does this company do to encourage its employees to continue their education?
17. What are some good ways for students to find out more about this career?

**Remember to thank the individual for taking the time to come and talk with you about their career. Give them a firm handshake with good eye contact.**

# SAMPLE

Lexington/Richland Five Career Fair  
February 15, 2014  
The Lowman Home Daily Life Center  
White Rock, SC

Once you have talked with the businesses, please have the business partner initial on the lines provided.

	Business Name	Initial	Brief description of the career
1.	_____		
2.	_____		
3.	_____		
4.	_____		
5.	_____		
6.	_____		
7.	_____		
8.	_____		
9.	_____		
10.	_____		

# SAMPLE

Career Fair Questions

K-5

"Making It Count"

Answer the following questions according to what you saw or will see at the career fair.

1. Where would I work if I like animals?
2. Where would I work if I drive a big red truck that sprays water?
3. Where would I work if I help people - my car has blue lights?
4. Where would I work if I help people with their money?
5. Where would I work if I like to work outside? I also like to use a hammer and nails and I have to wear a hard hat.
6. Where would I work if I like to cook and help make people happy? (several choices)
7. Where would I work if I like to help people who are sick?
8. Where would I work if I drive a big brown truck and deliver packages to people?
9. Where would I work if I help supply people with power?
10. Where would I work if I tell people what the weather is going to be?
11. Where might I work if I made things? (several choices)
12. Where might I work if I work on computers? (several choices)
13. Where might I work if I help people with their money? (several choices)

# SAMPLE

## Career Fair Questions

K-5

"Making It Count"

Answer the following questions according to what you saw at the career fair. (Or what you will see)

1. Where would I work if I like animals? **zoo**
2. Where would I work if I drive a big red truck that sprays water? **firehouse**
3. Where would I work if I help people - my car has blue lights? **police department**
4. Where would I work if I help people with their money? **bank**
5. Where would I work if I like to work outside? I also like to use a hammer and nails and I have to wear a hard hat. **construction site**
6. Where would I work if I like to cook and help make people happy? (several choices) **restaurant/catering company**
7. Where would I work if I like to help people who are sick? **hospital/doctor's office**
8. Where would I work if I drive a big brown truck and deliver packages to people? **United Parcel Service - UPS**
9. Where would I work if I help supply people with power? **electric company**
10. Where would I work if I tell people what the weather is going to be? **weather service**
11. Where might I work if I made things? (several choices) **Michelin, Pure Power, FN Manufacturing, Pontiac Foods, other manufacturing facilities in your area**
12. Where might I work if I work on computers? (several choices) **retailers, banks, restaurants, hospitals, etc.**
13. Where might I work if I help people with their money? (several choices) **banks, investment firms, realtors, etc.**



T C Y W E E E C S U C H E R S  
 R O W A I C R O A B I N S O C  
 A N O L Y H N A Y R G Q O N I  
 I S D Y T F B A C I E S R E T  
 N T A Y G O L O N H C E T L S  
 I R H K J A T E S I T E R S I  
 N U S R I V E D E N F L E D G  
 G C Y H B R A N I R T N A S O  
 E T F M I B C K T X I O K E L  
 P I B N U E H F A S M R A F H  
 W O G I G R A D U A T E A H K  
 G N L Q N L B B E G E L L O C  
 T D F U N O V T R A V E L X E  
 F R F U M O N B G S Y M I Z A  
 S Q A G V U F H L R D S U H X

CREATING CAREER  
 CONNECTIONS  
 WORD SEARCH

HOW MANY  
 WORDS CAN YOU  
 FIND?

- |              |            |
|--------------|------------|
| ART          | HEALTHCARE |
| BUILD        | INTERN     |
| BUSINESS     | JOB        |
| CAREER       | LAW        |
| COLLEGE      | LOGISTICS  |
| CONSTRUCTION | SCIENCE    |
| ENGINEERING  | SHADOW     |
| FARM         | TEACH      |
| FINANCE      | TECHNOLOGY |
| FUN          | TRAINING   |
| GRADUATE     | TRAVEL     |



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