



BEST PRACTICES: CAREER FAIR BOOTHS

SET UP – WHO, WHERE, WHAT, WHEN, AND HOW

- ✓ Who is the audience?
- ✓ When is your event?
- ✓ Do you have an event coordinator/coach?

- Bring trade show booth, backdrop, banner, table and chairs if needed.
- Do something interactive at the booth: hands-on activity, action, video, participant involvement
- Get your younger employees to occupy your booth: energetic, excited about their career, relates well to audience
- Create proactive engagement with attendees: engage in conversation, ask leading questions, sample assessments, etc.
- Bring photos, slides, video, literature showing what your company does
- If using video, ensure that you have working equipment (test it first!)
- Interesting/fun give-aways, logo materials
- Big give-away/raffle prize: for participation/sign-up sheet, contact info
- Keep paper to a minimum
- Literature/information about:
 - Career pathways in construction (see Build-Oregon.com)
 - Skilled trade opportunities for industry and/or your company regarding wages, benefits, who to contact
 - Local community college programs on related degrees/certificates, and include contact information
 - College/university programs on related degrees, and include contact information

Reminders:

- Use business card format that points to website
- Listen to what people say and direct them to those trades
- Limit the number of trades you focus on, so individuals can remember at least one (don't overload)
- Make website address noticeable
- Collect email addresses/phone numbers (if you are allowed)
- Talk about what you know about
- Point to website to teach what you don't know

Other considerations:

- Usually the audience is students under age 18 (not adults).
- Privacy/security concerns, limited access to emails, phone number, etc.
- Taking photos/video activity may require signed release forms.