



2022 NW YOUTH CAREERS EXPO

Hosting a booth: What's involved

Planning to host a virtual booth at the 18th annual Careers Expo?
Here's what to expect.

Hosting A Booth: Requirements

Before the Expo: Set up the virtual booth using the **plug-and-play templates** provided by vFairs. The booth is a great place to highlight information such as:

- What your organization does and why.
- Examples of jobs and careers within your organization or industry, plus basic desired skills, education level and general salary info.
- As applicable: Any opportunities open to high school students, such as part-time jobs, training, volunteer options, scholarships, classes, or full-time jobs for new graduates.
- Examples of your work (visuals or short videos are great).

Students can upload your documents and video links in their **virtual backpacks**. The best booths are not complex! They are simple, informative and eye-catching, and they include diverse role models.

During the Expo: Periodically check in on the chat or booth Q&A during the live days to engage with students and respond to questions/comments. We'll have a couple special designated hours as well.

Hosting A Booth: Additional Ways to Engage

Before the Expo: Create a short video highlighting something special about your company. Examples: A 5-minute interview with a great new hire, a 10-minute demo of your work, a 3-minute workplace tour. You can include video links in your booth. This is **optional** but fun.

During the Expo: Here are sample **optional** ways to engage during the live event. All help students!

- Host a career talk, info session or demo at a certain time.
- Offer a couple specific times when someone at your booth can answer questions.
- Designate a few times when a student could book a short appointment for a mock interview.
- Engage in an industry forum.

PWA will share additional specifics as the Expo draws nearer.

Live event: March 15-16, 2022
Open access: 30 days after the event

Bonus: *The Careers Expo is open to registered attendees for one month after the live days. Students can visit your booth and save information in their virtual backpacks. Teachers can use the Expo for class assignments. Booths don't need monitoring then. (Live features such as Q&A will be turned off.)*