



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.

What: 18th annual NW Youth Careers Expo

When: March 15-16, 2022 (Tuesday and Wednesday) + 30 days of access

Student hours: 8:30 am to 3:30 pm

Exhibitor hours:

- Designated "active exhibitor booth hours": 9-11 AM and 1-2 PM
- Optional short talks, drop-in sessions or chats at times of your choice.

Format: Virtual

This year's live virtual Expo will cover two school days to maximize access for students in all class periods. The platform will be open for 30 days afterward to registered students for class assignments or independent career exploration.

What students can do during ALL live hours: Explore exhibitor booths; access on-demand auditorium career talks on topics such as landing a job and navigating identity in the workplace; do the scavenger hunt and leaderboard; find resources to put in their digital backpacks and take home.

Additional features during SOME live hours: Many employers and postsecondary partners will host live talks at certain times. Exhibitors will have several designated hours to be more active in their booths; they can designate custom times as well.

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 or link to 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 simple videos are great). Students can upload 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 your booth chat (*new format this year*) during the live days to engage with students and respond to questions/comments.

- This year, you can see if someone is “in” your booth and send them a direct message encouraging them to ask any questions in your booth chat.
- If you are multitasking with your chat open, you will hear a notification ping if someone posts a question in your chat.
- Two times each day (9-11 AM; 1-2 PM) are designated “active exhibitor hours.”
 - Students know that most exhibitors will be more active in their booths during those hours.
 - If those hours don’t fit for you, you have the option of posting a note in your booth description and/or banner, i.e. “Ask Us! Open chat hours 11-noon daily.”

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.
- Host mock interviews for a student group that signs up.
- Post announcements in an industry forum.

PWA will share additional specifics as the Expo draws nearer.

Why This Matters: A Word from Educators

Here are some comments from educators who brought students to the 2021 Virtual Expo:

*“We appreciate having career exploration activities for our students. They learn so much and PWA makes this more **exciting and ‘real world’** for students.”*

*“You took an event that is about **connecting students** with other people, opportunities, and information and made a dynamic option that still met those objectives.”*

*“Having a virtual opportunity was **really helpful**... I thought the format was straightforward, user-friendly, and great for collecting the information.”*

*“I will **move mountains** to allow my students this opportunity.”*

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.)