

kuder® CAREER FAIR CHECKLIST



Before Event:

- Get it together.** Assemble a career fair planning committee comprised of various stakeholders. Determine a budget, theme, and objectives.
- Partner up.** Decide whether you will enlist the help of community partners. If so, announce a call for sponsorship or in-kind donations to support the career fair on your school website and social media channels.
- Recruit volunteers.** Gather names, email addresses, home addresses (for thank you letters later), and cell phone numbers.
- Spread the word.** Begin communications with the local Chamber of Commerce as well as businesses, universities, colleges, and community organizations to secure their attendance at the career fair. Ask your volunteers to help with this task.



Before Event:

- Engage students.** Encourage all students to take interest assessments, begin online career exploration activities, and start getting excited about the possibilities for their futures.
- Ask questions.** Send out a simple electronic questionnaire to gather information about careers, businesses, colleges, and other opportunities your students are excited to learn more about and would like to see represented at the fair.
- Recruit exhibitors.** Create an electronic registration form for exhibitors to complete to confirm their place at the career fair. (Be sure to ask if they require any special accommodations at their booth site.)
- Details, details.** Select your career fair date, time, and venue. Research the site dimensions to ensure all exhibitors will fit in the allotted space, and take an inventory of the number of tables, tablecloths, chairs, and carts that will be available to use.
- Develop a media plan.** This will enable you to promote participation, share the news with the community, and maximize exposure for sponsors, if applicable.



Before Event:

- Foster exploration.** Continue to encourage students to develop education plans and goals.
- Spread the word.** Start advertising your career fair: consider using social media, local radio stations, local newspapers (and their online calendars), and print flyers.
- Form a subcommittee.** You're busy with the main event, so let them plan and manage post-event workshops and celebrations.
- Implement your media plan.** Now's the time to capitalize on your planning to promote participation, share the news with the community, and maximize exposure for sponsors, if applicable.
- Build a toolkit.** Begin pulling together worksheets and handouts that the students will need for the event.
- Location, location, location.** Plan booth locations for each business/college that will be exhibiting at your career fair. Accommodate exhibitors' electrical requirements, large display area needs, or other special requests.
- Request approvals.** Secure permission slips from parents for any business partners that request to use images of students taken at the event.



Before Event:

- Boost excitement.** Host special pre-fair events for students. Invest time teaching students how to navigate the career fair, what questions to ask, how to dress, what professional behavior looks like, and how to greet exhibitors. Give students digital copies of the information they will receive on the day of the fair.
- Check in.**
 - Send an email to volunteers to let them know their duties, where they will be stationed, and what time they should arrive and expect to finish. (If you have plenty of help, pair up your volunteers and add extra staff to essential positions on the day of the event.)
 - Send reminders to business representatives attending your event. Include directions to the venue site, parking information, and a map of the venue that indicates their booth location.
- Stock up.** Print student materials and purchase writing utensils for students.



Before Event:

- Kick it off.** Host a fun pre-career fair event at your school to generate excitement in the students.
- Set it up.** If possible, begin setting up your venue site.
- Map it.** Print venue maps showing booth locations for each exhibitor.
- Finalize logistics.** Meet with volunteers to review expectations and assignments.
- Refresh.** If your budget allows, consider purchasing water and simple snacks for volunteers and attendees. (Make sure there are plenty of trash cans – you don't want to have a big mess on your hands.)
- Pack supplies.** Gather items you and your volunteers will need on the day of the event to help booth setup go smoothly.



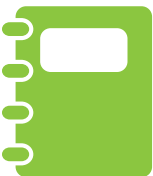
Event: It's Go Time!

- Charge up.** Make sure your cell phone is fully charged.
- Roll call.** Check to see that your volunteers are present and in their assigned locations. For example, assign volunteers to greet guests at the door as they arrive and keep track of the number of exhibitors and students in attendance).
- Supply run.** Ensure that exhibitors have all that they need to set up at their locations.
- Welcome aboard.** As students arrive, have volunteers stationed at the door to hand students welcome packets as they enter the career fair.



Following Event

- Give thanks.** Send thank-you notes to your volunteers and exhibitors, and encourage students to send thank-you notes of their own to exhibitors with whom they met.
- Review costs.** Did you stay within budget?
- Survey says.** Send separate, tailored electronic surveys to students, business representatives, and volunteers to hear what they thought went well, and what they would like to see changed in the future.
 - Assess the surveys and take note of what went well, and what you would like to change so that it works better next year.
 - Analyze survey results.
- Keep it going.** Host post-event workshops for students to teach them how to foster professional relationships, and host a post-fair celebration complete with awards and/or prizes for students.
- Report on ROI.** Compile a report and share results that show outcomes and impact with school and community stakeholders as well as sponsors, if applicable.
- Store it.** Save your list of volunteers, exhibitors, sponsors, and other information that you will need again for your next career fair.
- Kudos to you.** Pat yourself on the back for a job well done!



Notes
