



THANK YOU for participating in JOB FAIR!

JOB FAIR 2024 is sure to be an incredible event. Below are some quick FAQs to help ensure you are supported throughout the event. If you have any further questions, please call or text (fastest) 907.942.6605 or email melissa@kodiakedc.com.

Q: *Where, when, and how do we check in?*

A: Participants may begin setting up their table at 11:00am, to be complete by 12:30. There will be a check-in table outside of the Marketplace Conference Rooms; please have a photo ID to present. Payment for your table can be made at this time through cash or check made to Kodiak Economic Development Corporation. If you need to pay by credit card or be invoiced, please contact Melissa before the event. All tables are \$100 unless event sponsor or Career Expo participant/early registrant discount.

Q: *Where and how is everything set up?*

A: The Kodiak Marketplace is the location for JOB FAIR 2024. The Conference Rooms are up the stairs and to the immediate right. Once you check in, you will be shown to your assigned table, which measures 2 by 6 feet. Each table will have 2 chairs. If you require more, that can easily be arranged.

There is a "Green Room" which will be used initially by the students who completed Career Expo training, and after they depart/before the event opens to the general public at 3:30, this space will be open to Job Fair participants to relax and enjoy light refreshments during the 30-minute break.

Q: *Do you share a "how-to to create a table display?"*

A: We recommend having a table with a variety of eye catching and informative support material. **If everything on your table is placed flat, you are likely to get flat engagement.** Even more importantly than what you put ON the table are the people hosting the table. For maximum effectiveness, stand, *don't sit*, and if possible have one person in front of the table welcoming people by initially sharing about your business. Have one person behind the table providing more information and work as a team. **An excerpt from our Career Expo handbook on the last two pages of this document may help your preparations.**

Q: *Any suggestions on what to bring for our table?*

- If you have a standard application with your company branding, please email it to melissa@kodiakedc.com before 5 pm Thursday evening and those will be shared with the Career Expo students to complete before attending the event.
- KEDC recommends having **printed applications on hand, as well as a printed QR code that links to your website and directly to your online application form.** Some people attending may bring their resumes, however data confirms that in this time of workforce shortage having applications on hand to be filled out at an event is far more likely to provide you will contacts to follow up with once the event ends.
- PENS! Some people will come with prepared applications and resumes to give to others, and once meeting your organization, they may want to apply! Make it easy for them: supply the applications and pens.
- Think creatively! As crazy as it sounds, balloons in your company colors are a simple but effective way to draw attention to those attending. A poster, a banner, informational table tents.

Q: *Should we bring SWAG or giveaways?*

A: Table swag is always fun, and ***we remind you to use it to your advantage.*** If someone stops by the table and wants a free t-shirt, notebook, or bag, **make it an opportunity!** Perhaps say swag is reserved for those who can answer 1 question about your company. When they ask what that question is, share a 90 second elevator pitch about interesting things your business has done, or offers, benefits provided, or perks of the job. Then ask them a simple question about what you just shared. Once they answer encourage them to ask you a question! This is a great ice-breaker, a way to allow people who are ill-at-ease speaking in crowds to connect with your business. And a great way to get your SWAG and freebies into the hands of interested prospects!

Job Fair 2024

Onwards & Upwards: Career Expo 2024 leads directly into Job Fair 2024, a stand alone event to connect you with students (in the early afternoon session), and the entire community (in the later afternoon session). KEDC Career Expo and Job Fair coordinator will offer help to plan your engaging and effective table to increase your connections to potential workforce candidates. With the right preparation, you can foster relationships with students, showcase careers and highlight positions. Have students eager to seek you out during the fair, curious about the potential they have in your organization and eager to be a part of it.

Taking the right steps to prepare for Job Fair will increase your opportunities to meaningfully connect with students and stay in communication beyond the event. They will better understand your offerings and how they might fit in at your company, and you will be actively building your future workforce. It's a win-win.

Participation will require a little time and effort on your part, and KEDC wants to ensure you have every chance to connect with potential employees in meaningful ways.

Make the most of Job Fair: Tips for Employers

1. PARTICIPATE!

Sign up now to be included in Career Expo, host a booth at Job Fair, or inquire about your business being available for an "on-site" visit. The earlier you are signed up, the easier it is to prepare. No matter when you sign up, we have made participation a very simple thing. KEDC Career Expo/Job Fair coordinator Melissa Schoenwether is available to help make your involvement a success without stress. Set up a time to plan with her. Tables at Job Fair are included for those sponsoring this event. For all others please call or text Melissa 907.942.6605 or email melissa@kodiakedc.com

2. PREPARE EASY POINTS OF ENGAGEMENT

Handouts and freebies, such as stickers and candy, might be great for getting students to approach your Job Fair table, but they don't necessarily keep them engaged. As you prepare for Career Expo and Job Fair, think about hands-on, interactive activities that students would enjoy while also learning something about your company and careers. Demonstrate the use of a product, bring small and safe tools for students to try out, or create a simple game about your company with prizes. Need help with making this event a success? KEDC is here to help! Just ask. Remember: when students come to your table at Job Fair, they are coming prepared with applications in hand. For your part, know what opportunities are available for them: summer jobs, apprenticeships, or full time job.

3. MAKE FOLLOW UP PART OF THE PLAN

Encourage students to ask questions during the fair. By the time they visit your table they will have practiced an elevator pitch and created a résumé.

IDEAS FOR ENGAGEMENT:

- asking to hear a little about them/their elevator pitch
- ask if they have an application to leave with you or would they fill out an application you have on hand
- provide handouts with a listing of available opportunities, perhaps a link or QR code to take them directly to your website or online application.
- Ask when they plan to start working
- Ask them how you can help them! Many are eager to connect with you, but do not know what your expectations may be. Share that with them.
- It's also nice to have a laptop or tablet available so students can quickly and easily view your offerings, see your website or photos, and even apply online at your table.
- Take the time to create information that is able to be taken away from your table and keep you on the student's mind to become a potential employee: think business cards, brochures, stickers, pens... the possibilities are endless!

If your organization has summer workshops or training activities, a future open house or recruitment event, provide that information in a way students can take it in hand as they leave your table.

4. SPEAK PLAINLY

As you think about sharing your company's story and details about apprenticeships or career paths, plan to do so without using industry jargon, overly technical descriptions, or making assumptions. Find clear, engaging ways of painting a picture of what your company does, how students might see themselves working there, and what skills will help them in that role. Make it easy for students to understand your careers and how they relate to their own skills and interests.