



Employer Career Day Tip Sheet

Thanks for agreeing to participate in a Career Day. As you think about how to best prepare for the day, keep the following success factors in mind.

Before the Career Day

- Review the information packet about the school and the Career Day, including the format, learning objectives and schedule. Review the goals for the day and align what you plan to talk about with curriculum goals.
- Build talking points that will engage the students. Ask the coordinator or teacher for presentation tips and to help you address any concerns you may have.
- Review where to park and enter the school. If you have special requirements for the day, such as a projector or computer set-up, let the coordinator know. If you're handing out materials, ask for an estimate of the number you'll require.
- If participating in the Career Day online, practice with the technology and make sure the coordinator has your materials in advance.
- Send your bio to the coordinator in advance or bring it with you on Career Day. Pack your business cards. The students have been asked to request them.
- The evening before Career Day, review the key points of your presentation.

During the Career Day

- Introduce yourself and state your company and title. If you're speaking to a large group, let the students know what to expect from your presentation. Try not to read from prepared notes and if you're using insider lingo, define those industry terms and acronyms.
- Whether you're speaking to a large group, online or one-on-one, use visual aids such as a product, tool or any materials from your company that will help the students understand what you do.
- Talk about how school subjects (such as math and language arts) and good habits (such as punctuality and consistent attendance) are important skills in the workplace.

After the Career Day

- ❑ Provide feedback to the coordinator to improve future Career Days.
- ❑ Consider how you might use this and other Career Days to promote your company's visibility in the community.

Go Deeper

- ❑ Explore ways that you might further interest students and grow the pool of potential future employees.
- ❑ Talk to the coordinator about being a classroom speaker or guest trainer, helping with curriculum, or hosting students for Job Shadows, Jobs or Internships.

Suggested Talking Points for Your Presentation to Students:

- Describe your career journey.
- Talk about obstacles you overcame.
- Discuss the need for perseverance, hard work and getting along well with others.
- Manage students' expectations on the world of work.

Professional Development Tips to Share:

- Avoid job hopping.
- Build your network (talk about how to do that).
- Be a continuous learner and stay abreast of industry changes.