HOW TO PLAN A CAREER DAY

YOUR OFFICIAL GUIDE TO PLANNING A SUCCESSFUL CAREER DAY

FOR MORE INFORMATION VISIT BYF.ORG
Do construction career events work? Yes! Check out the results that Build Your Future (BYF) has gathered during recent interactive regional career days:

- 61% viewed construction careers more favorable after the event
- 80% were more interested after learning about careers in construction
- 87% agreed that construction can offer individuals endless opportunities
- 30% would like to pursue a career in construction after attending the event

As shown, these events are an effective way to get students interested in careers in construction. BYF has created this packet to provide guidance on how to plan, organize and execute a construction career day. If you would like more information regarding BYF or need assistance with starting your own career day, please contact Ashleigh Potuznik at apotuznik@nccer.org or 386-518-6915.

BYF would like to thank all those who have shared their ideas and provided samples within the packet.* A special thanks goes out to Jane Hanna and Lori Purviance at Construction Education Foundation (CEF) of North Texas for being the first to pilot this recruitment day format in 2011.

*This is a compilation of samples that have been used at a variety of career days. Dates, locations and times would need to be customized to fit your event.
PURPOSE OF THE MEETING: To identify the essential elements necessary to produce the event. Note: It is recommended that strategic planning take place as early as possible.

WHO’S IN THE MEETING?
- Committee members:
  - School districts (district region directors, counselors and teachers)
  - Construction industry members
- Stakeholders:
  - Event committee
  - Associations
  - Partners
  - Industry trade councils/advisory councils
  - Volunteers
  - Sponsors
  - Vendors

ESSENTIAL MEETING TOPICS
- Logistics:
  - Location
  - Transportation needs
  - Size of event
  - Date of event
  - Preliminary budget

EVENT FUNDING
- Exhibitors / Sponsors
- Donations:
  - Giveaways (t-shirts, hard hats, safety glasses, craft trading cards or other items)
  - Monetary contributions
  - Door prizes
- Budget:
  - Determine line items
  - Estimate cost per line
  - Determine sponsorships needed
<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Quantity</th>
<th>Unit Cost</th>
<th>Total Cost</th>
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12 TO 9 MONTHS TO EVENT

☐ Select:
  • Event location
  • Committee members and leadership team

☐ Finalize:
  • Date of event and announce date to committee
  • Attendance and size of the event
  • Desired sponsors and number of exhibitors

☐ Determine:
  • Insurance or liability needs
  • Need for a craft competition event
  • Budget for the event

☐ Schedule:
  • Meeting with school districts and/or directors
  • Guest speaker (if applicable)

9 TO 6 MONTHS TO EVENT

☐ Meet:
  • Monthly with event committee members
  • Local or national media and appoint a media liaison

☐ Create informational forms and fliers:
  • Exhibitors
  • Sponsorships
  • School participation
  • Parent/guardian permission
  • Volunteers
  • Save the date fliers
  • Student survey for career day metrics
**EVENT PLANNING**

**EVENT TIMELINE**

### 6 TO 3 MONTHS TO EVENT

- **Design:**
  - Draft a layout of outside grounds, parking lot and exhibitor hall
  - Determine flow of students
  - Schedule lunch (if applicable)
  - Identify volunteers job description and placement
  - Coordinate safety and emergency plan

### 3 TO 1 MONTH(S) TO EVENT

- **Confirm and secure:**
  - Amount of:
    - Exhibitors, sponsorships and vendors
    - Students attending
    - Volunteers and safety vests
    - Event staff with assignments
    - Goodie bag giveaways
    - Food, water and ice
  - Rental contract
  - Transportation costs for students
  - City and/or fire permits
  - Police and/or emergency coverage
  - Sponsor and vendor logos for banners/signage
  - Speakers and introductions

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**CRAFT CHAMPIONSHIP (IF APPLICABLE)**

*Utilize local industry trade and advisory councils for coordinating the competition.*

- **Determine:**
  - Criteria for competitors
  - Tools and equipment needed

- **Select:**
  - Craft and safety judges
  - Competitors with permission from employers to compete and miss work
  - Awards (cash, trophy, tools or other prizes)

- **Develop:**
  - Hands-on projects for each competition

- **Seek:**
  - Donations from craft-specific vendors
  - Offer opportunities to these vendors for donating (hang a banner or have a booth)
WEEK OF EVENT

☐ Schedule
  • Final prep meeting with event committee
  • Informational meeting with local sponsors and industry representatives
  • Mandatory dinner and walk thru for volunteers after set-up has occurred

☐ Confirm
  • Exhibitor and vendor attendance with set-up time
  • Number of volunteers with job assignments
  • Number of students and assign color-coded groups
  • Finalize itinerary for each color-coded group

☐ Revise and finalize
  • Event layout and map
  • Handouts for volunteers (instructions, assignment descriptions and scripts)

☐ Create
  • Event staff, exhibitors, judges, volunteers, media and industry guest badges
  • Sign-in sheet for all attendees
  • Assign volunteers to positions and greeting stations

☐ Assemble goody bags

☐ Order:
  • Lunches
  • Water
  • Ice

☐ Label safety zones where attendees are required to wear personal protective equipment

☐ Plan and set-up a hospitality room

DAY OF EVENT

☐ Morning
  • Event staff, volunteers, vendors, exhibitors and security should arrive an hour early
  • Distribute presentation invitation for craft competition (if applicable)
  • Allow vendors to finish setting up
  • Give final instructions to volunteers
  • Notify event staff if there are changes in number of schools attending

☐ Afternoon and event wrap-up
  • Allow vendors to breakdown
  • Hand out awards to competitors (if applicable)
  • Ask volunteers to stay and help clean up
  • Make sure to talk with participants to plan for next years event
  • Take notes about how the career day went to prepare for planning the next event
SAVE THE DATE

WEDNESDAY, APRIL 8TH, 2015

CONSTRUCTION CAREER DAY

at the Freeman Coliseum Expo Hall in San Antonio, TX

ACTIVITIES INCLUDE
• Hands-on activities and demonstrations
• Construction career booths
• Special guest speaker

BYF CAMPAIGN   @BUILDYOURFUTURE   BYF.ORG
CONSTRUCTION CAREER DAY

8.20.2014 • 9AM-12PM • Kingsport, TN
Kingsport Center for Higher Education

FORGET DIGGING DITCHES.
Construction Careers in today’s market are all about high-tech, high-stakes, huge earning potential and the opportunity to travel the world. This event is organized to introduce students to these exciting opportunities in our industry. Don’t miss out!

ACTIVITIES
• Employers
• Domtar trade show
• Tennessee career coach
• Guest speaker

DID YOU KNOW?
• 2 million new craft professionals are needed by 2017.
• 27% of people with postsecondary licenses or certificates earn more than the average bachelor degree recipient.

BYF CAMPAIGN • @BUILDYOURFUTURE • BYF.ORG

Kris Price / DOW/Domtar
This Construction Career Day at the Freeman Expo Hall has been organized to introduce select, local students who have shown interest in construction to the exciting opportunities in our industry. Teachers will hand-pick students who have earned their chance to attend the event. By participating in the Career Day event, companies will be able to access potential new hires, tell students the real story of working in the industry and impact their career paths and futures.

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**SPONSOR REGISTRATION FORM (PLEASE PRINT)**

Event will be held on April 6, 2016 at the Freeman Expo Hall in San Antonio, Texas. Please submit this form no later than November 31, 2015.

Please fill out the form below to exhibit at this year’s event:

| Company: | ____________________________________________________________________________________________________________________________ |
| Contact: | ____________________________________________________________________________________________________________________________ |
| Address: | ____________________________________________________________________________________________________________________________ |
| City: | ________________________________________________________________________ |
| State: | __________ |
| Zip Code: | __________ |
| Phone: | ________________________________________________________________________ |
| Fax: | ________________________________________________________________________ |
| Email: | ________________________________________________________________________ |
| Product or Service: | ________________________________________________________________________________________________________________________ |
| Electricity Needed!: | __________ |
| No. of Attending Representatives: | __________ |

NOTE: We will supply a covered table, two chairs and a boxed lunch. You will need to provide any extension cords or other booth accessories you may require.

**PAYMENT INFORMATION (DUE BY JANUARY 15, 2016)**

Please choose your method of payment:

- Enclosed is a check for $__________ (Make checks payable to TCCI)
- Electronic Payment for $__________

| Credit Card #: | __________ |
| Expiration Date: | __________ |
| Cardholder’s Name: | ________________________________________________________________________________________________________________________ |
| Billing Address: | ________________________________________________________________________________________________________________________ |
| City, State, Zip: | ________________________________________________________________________________ |
| Phone: | ________________________________________________________________________________ |
| Email: | ________________________________________________________________________________ |

X Cardholder’s Signature Date

All Sponsorships include:

- Name/logo and sponsorship level recognition on group signage/banners
- Logo and sponsor level on all advertisements, exhibitor and School Paperwork

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**Sponsorship Levels**

<table>
<thead>
<tr>
<th>Package</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Partner Package</td>
<td>$5,000</td>
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<tr>
<td>Gold Partner Package</td>
<td>$3,500</td>
</tr>
<tr>
<td>Silver Partner Package</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

**SPONSOR LEVELS**

- **Platinum Partner Package:** $5,000
  - Individual Banner at event with name, logo and Platinum Sponsor
  - 10’x10’ Engraved Recognition Plaque
  - Individual sponsor Photo in Construction News
  - 20’x20’ Booth at event with Platinum Sponsor signage
  - YES, I will be exhibiting
  - NO, I will not be exhibiting

- **Gold Partner Package:** $3,500
  - 8’x10’ Engraved Recognition Plaque
  - Group sponsor Photo in Construction News
  - 20’x20’ Booth at event with Gold Sponsor signage
  - YES, I will be exhibiting
  - NO, I will not be exhibiting

- **Silver Partner Package:** $2,500
  - 5’x7’ Engraved Recognition Plaque
  - Group sponsor Photo in Construction News
  - 20’x20’ Booth at event with Gold Sponsor signage
  - YES, I will be exhibiting
  - NO, I will not be exhibiting

The goal of the Build Your Future initiative is to lead new potential construction industry candidates and incumbent workers to opportunities for training, job placement and rewarding careers in the construction industry.

For more information on the Build Your Future Career Day, please contact Cherie Foerster at (210)701-1893, fax (210)653-9934 or email info@TXCCI.org.
This Construction Career Day in San Antonio, Texas has been organized to introduce select, local students who have shown interest in construction to the exciting opportunities in our industry. Teachers will hand-pick students who have earned their chance to attend the event. By participating in the Career Day event, companies will be able to access potential new hires, tell students the real story of working in the industry and impact their career paths and futures.

### EXHIBITOR REGISTRATION FORM (PLEASE PRINT)

Event will be held on April 16, 2016 at the Freeman Coliseum Expo Hall in San Antonio, Texas. Please submit this form no later than March 11, 2016.

Please fill out the form below to exhibit at this year’s event:

<table>
<thead>
<tr>
<th>Company:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact:</td>
</tr>
<tr>
<td>Address:</td>
</tr>
<tr>
<td>City:</td>
</tr>
<tr>
<td>Phone:</td>
</tr>
<tr>
<td>Email:</td>
</tr>
<tr>
<td>Product or Service:</td>
</tr>
<tr>
<td>Electricity Needed?</td>
</tr>
</tbody>
</table>

### EXHIBITOR LEVELS

- **Top Out Level ......................... $2,000**
  - YES, I will be exhibiting
  - NO, I will not be exhibiting
  - Includes: Exhibit booth, logo displayed on the back of BYF Career Day Student T-shirts and recognition on career day signage

- **Structural Level $1,000**
  - YES, I will be exhibiting
  - NO, I will not be exhibiting
  - Includes: Exhibit booth, logo displayed on the back of BYF Career Day Student T-shirts.

- **Foundation Level ....................... $500**
  - YES, I will be exhibiting
  - NO, I will not be exhibiting
  - Includes: Exhibit booth

- **Industry Supporter .................... $______**

### LOGO SUBMISSION

To submit your company logo, please contact TCCI 210.701.1893 or info@TXCCI.org. All logos are required to be in a vector format as Adobe Illustrator .ai, .eps, or high resolution Illustrator PDF files.

**NOTE:** Logo submission deadline is March 11, 2016.

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**SPONSORED BY:**

- The Builders Exchange of Texas Education Council
- MCA Smagna
- Beyer Boys
- Zachry
- Marek
- Milwaukee
- PHCC
- Gibson Plumbing

**HOSTED BY:**

- BYF
- TCCI

Please see the back of this form for payment information.
This Construction Career Day in San Antonio, Texas has been organized to introduce select, local students who have shown interest in construction to the exciting opportunities in our industry. By participating in the Career Day event, students will be able to experience the real story of working in the construction industry, view hands-on demonstrations, and learn more about a rewarding career path in construction. Teachers are encouraged to sign up as soon as possible due to limited availability.

If your school would like to attend, please fill out the following form:

School: ____________________________
Contact: __________________________
Address: __________________________
City: ___________________________ State: __________ Zip Code: __________
Phone: __________________________ Fax: __________________________
Email: __________________________

Time Attending: (circle preference) 9:00 a.m. to 12:00 p.m. 12:00 p.m. to 3:00 p.m.
Note: Time preference may be assigned based on school location.

No. of Students to Attend: __________ No. of Chaperones: _____________________
(Please provide one chaperone for every ten students.)

Mode of Transportation: __________________________
(Please indicate how students will be arriving at the event, i.e. bus, car, SUV, etc.)

EMAIL OR FAX COMPLETED FORM TO:
Marek Brothers
Email: stacygunderson@marekbros.com
Fax: 210.657.0022

If you have any questions, please call Stacy Gunderson of Marek Brothers 210.657.4437

ADDITIONAL INFORMATION:
Meals: Lunch and drinks will be provided at the training facility.
Attire: Dress appropriately. Some of the activities will take place outside. Long pants and comfortable shoes are a must. Sandals or open-toed shoes are unacceptable.

PLEASE RESPOND BY MARCH 19TH, 2014.
ATTENDANCE IS LIMITED TO 800 STUDENTS.
This Construction Career Day in Irving, Texas has been organized to introduce select, local students who have shown interest in construction to the exciting opportunities in our industry. Teachers will hand-pick students who have earned their chance to attend the event. The event will be held on October 29th, 2014 at the Construction Education Foundation (CEF) Training Center in Irving, Texas. Space is limited to 800 students.

PARENT/GUARDIAN CONSENT FORM (PLEASE PRINT)

Your son or daughter has been invited to attend the Construction Career Day on Wednesday, October 29th, 2014, at the Construction Education Foundation (CEF) Training Center, 1401-A Royal Lane, Irving, Texas. He or she will be able to experience hands-on demonstrations of the various crafts in the construction industry. They will explore the exciting opportunities available in the construction field and learn what skills are necessary to enter the various craft areas. They will meet contractors and learn what employers are looking for in new recruits. Lunch and drinks will be provided at the training facility. Bus transportation will be provided through the school. In order to participate, this form must be filled out and returned to his or her teacher by October 1st, 2014.

PERMISSION TO PARTICIPATE IN THE CEF CONSTRUCTION CAREER DAY EVENT

My son/daughter, ___________________________________________, of ________________________________________ school may participate in the CEF Construction Career Day experience, which will take place at the CEF Training Center, Irving, Texas, on Wednesday, October 29th, 2014.

NOTE: Dress appropriately. Some of the activities will take place outside. Long pants and comfortable walking shoes are a must. Sandals or open-toed shoes are unacceptable.

PERMISSION TO TRAVEL TO THE CEF CONSTRUCTION CAREER DAY SITE

I understand that my son/daughter, __________________________________________, will travel to the CEF Training Center under the supervision of school staff.

PHOTO RELEASE

I understand that the CEF Construction Career Day will attract media coverage. There is a possibility that students will be photographed during the experience. I grant permission to photograph my son/daughter, __________________________________________, for promotional and educational purposes. I further understand that the photographs become the property of NCCER/BYF and may be published in educational textbooks, supplemental products and related advertising material.

_________________________________________________________  ___________________________
Signature of Parent or Guardian         Date
This Construction Career Day in San Antonio, Texas has been organized to introduce select, local students who have shown interest in construction to the exciting opportunities in our industry. Teachers will hand-pick students who have earned their chance to attend the event.

**VOLUNTEER FORM (PLEASE PRINT)**

We are looking for volunteers to assist with the second annual BYF Construction Career Day on April 6, 2016, which will be held at the Freeman Coliseum Expo Hall in San Antonio. We are anticipating a total of 1200 students along with approximately 100 school personnel to attend this event. The purpose of this event is to introduce them to the benefits of choosing a career in the construction industry.

Below is a list of volunteer positions, the approximate number of volunteers needed in that area and a brief description. If you would like to be a part of this exciting event, please fill out the contact information and select your volunteer choices in order of preference. We will make every attempt to assign you to your top choice. However, due to the high number of volunteers needed, we may need to make adjustments to ensure that all areas are adequately covered. Volunteers will need to arrive no later than 8:00 AM and plan to stay until the event concludes at 2:00 PM.

**MANDATORY VOLUNTEER TRAINING SESSION:** This is not a full description of volunteer duties. All volunteers will need to attend a Mandatory Volunteer Training Session on TUESDAY, April 5, at 6:00 PM. Dinner will be provided at no charge. You will be given your assignments at this time and we will do a short “walk through” of the next day’s events.

**Student Ushers**

Student ushers will greet students on buses as they arrive and then escort groups of 30 through the event. Ushers will remain with their assigned group until students are released to the buses at the conclusion of the event.

**Facility Ushers**

Facility ushers will be stationed both inside and outside the event including the skill competition area, hospitality room, volunteer station, student check in and T-shirt/PPE distribution. Facility ushers are asked to remain until the conclusion of the event at 2:00pm.

Please indicate in order of preference, a volunteer choice (1 = First, 2 = Second)

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**STUDENT USHERS**

45

Student ushers will greet students on buses as they arrive and then escort groups of 30 through the event. Ushers will remain with their assigned group until students are released to the buses at the conclusion of the event.

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**FACILITY USHERS**

15

Facility ushers will be stationed both inside and outside the event including the skill competition area, hospitality room, volunteer station, student check in and T-shirt/PPE distribution. Facility ushers are asked to remain until the conclusion of the event at 2:00pm.

Please indicate a shirt size (Adult): ☐ MEDIUM ☐ LARGE ☐ X-LARGE ☐ XX-LARGE

**Thank you for volunteering! Please send completed Volunteer Form to:**

Jennifer Swinney, Volunteer Coordinator
jennifer@asasanantonio.org
(210) 349-2105
1. After this event, do you view careers in construction more favorably?
   ☐ Yes
   ☐ No
   ☐ Not sure

2. Careers in construction can offer me endless opportunities, huge earning potential and the opportunity to travel the world.
   ☐ Strongly agree
   ☐ Agree
   ☐ Disagree
   ☐ Strongly disagree

3. Did this event increase your interest in a career in construction?
   ☐ Yes
   ☐ No

4. This event has changed my perception on construction. I now want a career in construction.
   ☐ Already wanted a career in construction.
   ☐ Yes! I would like to pursue construction after this event.
   ☐ Construction sounds nice, but I’m looking for more opportunity in my career.
   ☐ Construction is not for me. I’m looking elsewhere.

5. What grade are you in?
   ☐ 9th  ☐ 10th  ☐ 11th  ☐ 12th
HELPFUL HINTS FOR CAREER DAY EXHIBITORS

1. Diversity in Collateral
   Interesting displays are key to drawing attention from young groups. Make sure to have an inviting atmosphere with engaging pieces displayed to encourage students to come and interact with your booth.

2. Trinkets & Give-a-Ways
   Free stuff always gets attention. Be sure to have a few cool (branded) items for students and teachers to take home. Construction craft trading cards, pens and pencils, posters, t-shirts, key chain flashlights and silicone bracelets are just a few of the many things that will attract visitors.

3. Dynamic Displays
   TV screens, computers and iPads are all attention grabbers. If you walk around showing your website to students on an iPad, you will most likely attract others who are curious. TV screens playing interesting videos will also bring students to your booth, allowing you to open the door for conversation.

4. Social Media
   Students may be allowed to have their phones at the event. If so, encourage them to like you on Facebook. Maybe even have a few special trinkets (lunchboxes, sling bags, water bottles) to give them if they “like” your page right there. If they do not have smart phones, make sure to tell them to visit the sites when they get home.

5. Pre-Made Instructor Bags
   If you have additional information for instructors, it’s nice to have pre-made instructor packs behind the table. Ours included pre-made packs of trading cards, posters, collateral order forms, catalogs, industry magazines, pens and carpentry pencils.

6. Extra Bags
   If you have a lot of print material or trinkets, be sure to have at least a few extra branded bags behind the booth. They are helpful for handing out customized packets of collateral quickly.

For more Career Day resources, please visit BuildYourFuture.org