



What is Job Fest?

Job Fest is an annual career planning initiative that has been operating since 1993 and has involved more than 10,700 students from high schools in Districts 6, 8 and 10 (now the Anglophone South School District). It is supported through the funding partnership of the Department of Post Secondary Education, Training and Labour.

Job Fest is a web-based environment that allows students to access a virtual career fair that mimics a traditional booth-style career fair environment. Thirty-two industry sectors will be represented in interactive booths to share information about their companies and converse with students in real time via a one-on-one chat room interface.

Participants can visit an online career resource lounge to download valuable career planning materials and workbooks. An auditorium will also be open for participants to view recorded career videos and presentations that will assist them in their career planning and job search.

This is designed to be a 2 day event (9:00 AM until 4:00 PM) each day and over 2500 grade 11 students will be invited to attend. Since it is a web-based tool, students can access the site when the live event closes after hours and for up to 1 month after the event. This increases the usefulness as a career resource tool for students as well as the number of marketing appearances for the exhibitors.

Results from the last Job Fest found that many parents, teachers and members of the community accessed the event and visited the booths as a collaborative effort to engage in career planning with their youth.

This model seeks to establish relationships between students and the business/post secondary training community. The goal is to create a supportive network that will help students make informed decisions about their career and skills they require to be successful in the workforce. At the same time it benefits businesses as a marketing tool, recruitment opportunities for companies seeking employees and positive PR branding in the community.

Time Frame:

April 3rd and 4th, 2013.

Cost:

There is **no charge** for exhibitors to participate in this event.

Requirements:

- Make representatives from your company available for the 2 day event (between 9 AM until 4 PM each day) to answer student questions in an online chat forum. Since it is online there is no cost for travel, accommodations and minimizes workflow issues as you can participate right from your own workplace! **PLEASE NOTE:** You don't have to have the SAME company representative involved in the entire event. You can have multiple staff people login and chat with students. Your requirement as a company though would be to ensure that there is always at least someone from your company available to chat with students during the live portions of the event.
- Job Fest organizers will work with a representative from your company to assist you in building your online virtual booth. This is a very quick and easy process but will require you to provide promotional information about your company. Some examples of information you could put in your booth could include any of the following; background information, information on your products and services, a copy of your corporate application form, listing of types of jobs available in your organization, orientation/marketing video, copy of your company logo, etc).
- **(OPTIONAL)** Students really enjoy having an opportunity to practice their interviewing skills and each year the event organizers appreciate it when companies can volunteer a little time to help us facilitate mock interviews with students. It is not a requirement to participate in Job Fest, but if your organization would be available to interview up to a maximum of 10 students in a mock interview setting, this would be appreciated. This can be done over a three week time frame following the live Job Fest event in a local high school. The time commitment for each interview is 15 minutes. Students will participate in the interviews with the understanding this is not an actual employment interview but a practice exercise to improve their skills. The schools would schedule the interviews.

Benefits to Your Organization:

- Free marketing
- Staff recruitment possibilities
- Student mentoring which is community building and positive PR for your organization
- A chance to positively effect change in our region which is experiencing high student unemployment rates.
- Professional development and networking opportunity for your staff

Virtual Environment Design:

Home page



The Job Fest environment will be comprised of three main areas for students to explore;

The Exhibit Hall	Auditorium	Career Resource Centre
		
Online career fair with 32 industry booths	Career-related videos/webinars	Downloads and website links

On April 3rd and 4th, grade 11 students from the Anglophone South School District (Charlotte County, Saint John, Kings County) will log onto the “live” Job Fest virtual environment. At minimum, every grade 11 student will have an hour of class time to explore the virtual environment. As part of their visit they may;

- Watch career-related and professional development videos
- Download information on post-secondary training and industry sectors
- Ask questions of the exhibitors in a chat forum
- Read/download career information from an online resource library

Students will receive access codes that will allow students to revisit the event outside of the their designated time if they have access to the internet at home or at school over the course of the 2 day “live” event or the “archived” event that will be available for up to a month after the “live” event.

“Archived” event - students can visit all the booths, watch videos and download information, but there will be no booth exhibitors to talk to. Contact links (email, phone) will be available so students can initiate a conversation or meeting with an industry representative on their own at a future date.

Booth exhibitors will also be provided with event access codes prior to the “live event” to get familiar with how everything works and ensure the information they have included in their booth is the way they want it to be displayed. During the live event, exhibitors access the Job Fest website from their workplace and login using the access codes that will be provided. When a student drops by a booth and wishes to speak to an exhibitor, your company representative will receive an email-type message and can begin chatting with the student immediately. There is no software or anything to download. Technical specifications will be provided and technical support is available in real time during the entire event if you experience difficulties.

The virtual environment will remain online for up to a month after the “live” event so that students who missed the “live” event can still collect information and participate in Job Fest. It also allows students more time for exploration since they may not have time to access all the features of the event during the 1 hour window provided to them through their school computer lab.

More questions?

A dedicated Job Fest website will be set up through www.careerthatwork.ca. You can visit the website to see how the event was set up last year (which will be very similar to this year’s event). Information for Job Fest 2013 will be posted here as it becomes available.

This is a great event that employers enjoy participating in each year. We hope you can join us this year!



Organization Name: _____

Are you interested in participating in Job Fest? ☐ yes ☐ no

Primary contact person: _____ Phone: () _____

Email: _____

Do you have any of the following information resources you can include in your virtual booth?

- ☐ Company video ☐ Job descriptions/listings ☐ Information handouts about your company
☐ Application form ☐ Website/contact links ☐ Company logo for your booth
☐ Other _____

Are you willing to interview up to 10 students (15 minutes each) in a mock interview setting?

☐ yes ☐ no

Please reply via email to steven.carle@gnb.ca or fax this form to (506) 643-7443.

For more information, please visit www.careerthatwork.ca

Deadline for submissions: January 25, 2013