

# TECH UP JOB FAIR

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### GOAL OF THE TECH UP JOB FAIR:

Attract potential technicians by educating and making a personal connection with:

- High school students
- Vocational and technical school attendees

### BEFORE YOU START:

In most career fairs or job fairs, there is a sea of sameness. Our goal is to stand out and stick in the minds of prospective candidates. Most career fairs are hosted by community organizations or schools and run by volunteers. As an exhibitor, it's important to maximize your investment of time and resources, making the most of every interaction. Use this guide to help design an experience that will do just that.

#### Stand Out:

Plan an activity to capture attendees and draw them in, like the virtual-reality demo. If the VR demo isn't an option, design a game that is easy to transport and play that can add movement and interaction, such as cornhole, spin the wheel or trivia for prizes.

#### Consider This:

Job fairs offer the opportunity to establish a personal connection: the selection of people representing your business should be carefully considered. Be sure to select individuals who are comfortable initiating conversations and who connect easily with young adults.

# PRE EVENT

## 1. GATHER INFORMATION AND SUPPLIES

Visit [HVACpartners.com](http://HVACpartners.com) for access to all Tech Up materials and information on ordering.

From job fair organizers:

- What does the fair offer to exhibitors?
  - “Footprint” or space provided (common size is 10' x 10')
  - Table provided, size of table
  - Chairs provided, number
  - Backdrop provided (some booths might be flanked by pole and drape)
  - Other supplies: trash bin, power supply
- In addition, you'll want to familiarize yourself with any guidelines or rules that might affect your exhibit/experience
  - Is it permissible to offer food and giveaways to attendees?
  - Is there a press release or media outreach the fair does to gain more attendance, or is there an invite sent? If so, is there a way to have your business featured?
- Gather/order Tech Up job fair exhibit:
  - Tablecloth
  - Signage
  - Giveaways – t-shirts, hats, buttons
  - Marketing materials – brochure, business cards
  - Nametags for staff
  - Virtual-reality demonstration
  - TV/monitor with Tech Up PowerPoint/video displayed

Plan and order food – pizza, donuts or custom cookies will attract visitors and help start the conversation or keep young adults near your exhibit a little longer.

### Take it UP:

Is there an opportunity to present or speak to all attendees or to certain groups? (Some fairs offer Lunch and Learns and other ways to connect that could be advantageous for educating and sharing.)



### Take it UP:

Purchase napkins and/or plates that complement the Tech Up materials in color and style.

### Take it UP:

Select food or treats that are a local favorite, especially among young adults.

## 2. SELECT, CONFIRM AND TRAIN THE TEAM

- The single-most-important element of your exhibit is that your team is approachable. Many young adult attendees won't know how to begin the conversation – and they want to see people they would enjoy working with. Select warm, friendly, knowledgeable members of your team who enjoy interacting with young adults and who love their jobs. Select 2–3 team members – enough to speak to attendees who approach, but not an intimidating group.
- Educate the selected team on the key messages and conversation starters.
- Let the team know they will be standing for much of the day. Try to allow for plenty of breaks so that everyone is smiling and refreshed throughout the fair.

## 3. PLAN THE FLOW

- Rehearse with your staff:
  - Guests approaching exhibit/table.
  - Interacting with the virtual-reality tool.
  - Speaking about services, answering questions and sharing key benefits about becoming an HVAC professional.
  - Identify where team will stand. (Try to avoid sitting behind a table – rather, have team stand to the sides of the table, not clustering together, so attendees can approach team members one-on-one.)
  - Encourage staff to chat with attendees and share a few success stories.
  - Ensure the team knows what to give attendees (giveaways and marketing materials).
  - Plan a way to get in touch with attendees after they leave.
    - Gather emails or phone numbers, names and level of interest through a:
      - Giveaway/enter to win
      - Shadow-for-a-day opportunity

**TAKE LIFE BY THE HANDS**

**EMPOWERING THE NEXT GENERATION OF HVAC TECHS**

HVAC stands for Heating, Ventilation & Air Conditioning, and it's a great career path that doesn't require four years of college.

**TRAINING**  
High-quality training and on-the-job experience are available.

**COMPETITIVE SALARY**  
Earn up to \$76K+ annually.

**GREAT BENEFITS**  
Health, dental, vision, and 401(k) plans.

**DIGITAL TOOLS**  
Use mobile apps and VR training.

**BE YOUR OWN BOSS**  
Start your own business.

**TECH UP**

Scan the QR code to learn more about HVAC Techs and the Tech Up program.

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**TECH UP**

**QUICK FACTS ABOUT HVAC**

First of all, it stands for Heating, Ventilation & Air Conditioning. You know, all that stuff that keeps your house (and school, and gym, and shopping center, and just about every building in the entire country) warm in the winter and cool in the summer.

**HVAC TECHS**  
are the people who install and service all that stuff

**\$47K\***  
is the median amount those techs made in 2018

**\$76K AND MORE**  
is what the top 10 percent of techs earned

**409,309\*\***  
Estimated number of job opportunities over the next decade

**OPEN TO EVERYONE**  
The HVAC trade needs capable adults from all education levels

**TRAINING**  
Whether through on-the-job training or trade school scholarships, many companies will help pay for new techs to learn the trade

**MATH, SCIENCE AND TECHNOLOGY**  
Skills that will benefit you greatly on the job

**DIGITAL APPS + VR TRAINING**  
What today's HVAC techs use to do their jobs

**THISISHVAC.COM**  
Where to go to learn more and get your HVAC career in gear

**TECH UP**

\*2018 Median Annual Wage  
\*\*BLS Projections to 2028  
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# DURING EVENT

## BE SOMEWHERE THEY MIGHT WANT TO WORK

- Smile and invite attendees to try virtual-reality experience.
- Offer food.
- Use the conversation starters to ask questions and educate.
- Compliment their knowledge or interest.
- Be curious about them and their goals.
- Share why you do what you do.
- Offer contests or giveaways.\*
- Keep exhibition area neat and welcoming so the last student or young adult has the same experience as the first.
- Be fun!

### \*Consider this:

Be sure to familiarize yourself with the legal requirements of contests, especially if you plan on promoting them through social media.

# POST EVENT

## FOLLOW UP WITH ATTENDEES

- Day after the event:
  - Send a thank-you email or text to attendees.
  - Invite interested guests to come in for a one-on-one informational interview or job shadow.
- Week after event:
  - Announce winner of contest/giveaways.

### Take it UP:

Consider a personal follow-up call or text to individuals who showed interest and who stood out as promising candidates or future interns.

### Consider this:

Your guests are potential customers; although they may not have an interest in an HVAC career today, they may in the future. The impression you leave will foster word of mouth in the community when they encounter someone who might be seeking a new career or when they or someone they know is looking for an HVAC professional for their home or business.