

Career Day/Career Fair

Commitment

Role	Commitment
Student	Minimal preparation; participation during event hours
Educator	Moderate coordination and event planning
Employer	A few hours or longer; time commitment flexible

Arrangement Information

What

Career days and career fairs are career awareness experiences that bring together employers, industry professionals, postsecondary representatives, and community organizations to introduce students to a wide variety of career pathways, industries, and occupations. These events may take place in person or virtually and often include presentations, information booths, demonstrations, networking opportunities, mock interviews, or hands-on activities that allow students to explore careers in an engaging way.

Career days and fairs help students better understand workplace expectations, education pathways, and the skills needed for success in different industries. Many events also provide opportunities for students to connect directly with employers about internships, pre-apprenticeships, or other work-based learning opportunities.

When

Career days and fairs are commonly offered in upper elementary, middle school, high school, and postsecondary settings as introductory career awareness experiences. These events are often aligned with career development activities, college and career readiness initiatives, and Career Technical Education program of study recruitment efforts throughout the school year.

Time Commitment

Career days and fairs are typically short-term experiences, often lasting several hours or a single day. Students generally spend time preparing questions, exploring participating industries, and engaging in reflection activities.

Educators and event coordinators may invest moderate time in planning before the event to recruit participants, coordinate logistics, prepare students, organize schedules, and facilitate communication between event partners and the school.

For employers and community partners, participation is generally a lower lift that may involve staffing a booth, facilitating a presentation or activity, conducting mock interviews, or speaking with students for a few hours during the event.

Benefits

For **students**, career days and fairs expose them to a broad range of careers, build awareness of career pathways, and strengthen communication and networking skills. These experiences can spark new interests and help students make informed decisions about coursework, programs of study, and future education and career plans.

For **educators**, these events create opportunities to connect classroom learning to real-world careers, strengthen partnerships with employers and community organizations, and support career advising and program of study recruitment efforts. Career days and fairs can also help educators identify future classroom speakers, career mentors, or work-based learning partners.

For **employers**, career days and fairs provide an accessible opportunity to engage with future talent, increase awareness of their industry and organization, and build relationships with schools and students in their community. These events also allow employers to promote career opportunities and support workforce development efforts in a meaningful but manageable way.