



Teach For All
A Global Network



GoTeach

Career Fair

Volunteer guide

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About the Career Fair

About this guide

Organizing a career fair can be a rewarding and impactful experience for both job seekers and employers. As a volunteer who organizes a career fair, you play a vital role in ensuring the event runs smoothly and provides value to all participants. This guide will walk you through the essential steps to organize a successful career fair.

Target audience

The target participants for a career fair as part of the GoTeach program are young people from vulnerable communities who are transitioning from school to the world of work. The organizations SOS Children's Villages International and Teach for All Network will nominate the participants that would benefit from this intervention.

What is a career fair?

A career fair is an event where DPDHL volunteers run a stand/booth and speak to young people as representatives of DPDHL and the logistics industry. In general, multiple employers gather in one place to meet young people, establish professional relationships, and discuss potential job and/or internship opportunities. A career fair could also be conducted without involving other companies.

The career fair is an open field of guidance, consultancy, and exploration of career options for young people. Volunteers talk about career opportunities and share what their personal career paths looked like. Participants have the chance to ask questions and to get in touch with the people. Often young people can take part in informal mini-interviews, interviewing the volunteers.

Career fairs include learning opportunities for young people about own skills, about new options the different career paths within a company, and about new skills that can help get a job. An immense level of confidence can also be built. Presenting oneself in front of strangers and professional employees is the first and the biggest learning that young people get in these career fairs. Making a positive impression with employers in person can help young people to stand out in the application process for an internship or job.

For career fairs we consider 2 scenarios;

A: A career fair where only DPDHL presents itself

This could include;

- Short company visit
- Presentation of the company
- Get to know the different departments
- Walk-in interviews with employees to get to know the company/employees better
- Possibility to explore job or internship opportunities

- Volunteers talking about career opportunities and share what their personal career paths looked like

B: A career fair where DPDHL is joining with a few other companies (organized by a third party)

This could include:

- Possibility to get to know different companies
- Walk-in interviews with employees to get to know the company/employees better
- Volunteers talking about career opportunities and share what their personal career paths looked like
- Possibility to explore job or internship opportunities

Objectives

After having attended a career fair, participants should be able to:

- Explain high level the core business of the visited company/companies
- Identify which of the explored careers/positions match their vision of a future job opportunity and explain why
- Identify the skills needed for future careers/positions and identify any development needs
- Identify if the presented companies' vision/mission matches their vision of a company they would wish to work for and explain why
- List 3 main takeaways of the visited career fair
- Write down contact details of the HR department/ responsible
- Identify where/how to find future job opportunities at the visited company/companies

Location

The career fair can be held at a school , SOS village or a DPDHL location. The benefit of organising it in a DPDHL location is that all volunteers will be at the location and the audience will visit the actual DHL location and thus get familiar with the site. Any other locations could be discussed between the organizer and country coordinator.

Duration 2 hours – 4 hours

Method

Face to face

A career fair mainly happens face to face, and this document is designed to accommodate this.

Virtual

In case of a virtual career fair a different approach needs to be thought through. For virtual career fairs we recommend a maximum duration of 2 hours. Consider using breakout rooms to be able to make it interactive and work with smaller groups. Make sure to include a break. A virtual session should include a company introduction, career paths in the company, volunteers sharing their career paths and a Q&A section.

Example agenda

The career fair consists of various elements such as motivational talks and network opportunities.

The setup of the fair defines the agenda/ content. E.g. Are we organizing a career fair where only DPDHL presents itself or are we part of a fair with multiple companies?

Find below the agenda and content for a scenario where the fair is organized at a DPDHL location (only DPDHL) and a career fair where DPDHL presents itself with other companies. Agree on the agenda/ elements that best suits the needs and interest of the participants. Therefore stay in close contact with the partner organization(s).

Agenda example for career fair with only DPDHL (Inhouse career fair at DPDHL)

Get together (15 min)

- Welcome – motivational speech preferably from volunteer who experienced growing up in a vulnerable environment too. Briefly taking the audience on a journey through their own development path.
- Clarify the objectives of the career fair
- Filmclip DHL
- My future – Motivational game to let the youth share their area of interest

Get to know the jobs (30 minutes)

- Opportunity for the participants to ask questions.

Ideas:

- Question pot. Fill a pot with questions related to careers.
 - ✓ There can be 2 pots of questions. There are different type of questions in each pot.
 1. Pot of questions for volunteers to pull from and ask to the participants
 - E.g. Which dreamjob did you have before starting at DPDHL? How did you end up working at DPDHL?
 2. Pot of questions for participants to pull from and ask the volunteers
 - E.g. Why are you interested in visiting a DPDHL career fair? What kind of industry triggers your curiosity and why?
- Walk-in interviews: various DPDHL employees sit in a room. Each volunteer is randomly linked to a visitor. The visitor now can ask questions. (E.g., what is your current role, what do you like most about your job? What are challenges?) Every 10 minutes a bell rings and the visitor moves to another volunteer.
- A day in the life of...: Each volunteer explains in 5 minutes how a workday could look like. (6 different job types can be explored)

Closure (15 minutes)

- Check participants' main take-away of the day. Ask each participant to write their main takeaway on a post it note. Gather all these post it notes on a poster/flipchart.
- Check with the participants if the objectives were met.

Ideas for career fair booth

For this setup it is important to have volunteers in your booth who are knowledgeable on; Internship options, hiring procedures and career opportunities.

Additional activities, visuals, materials could be;

- Infographic with benefits of working for DPDHL
- Employee rating platform references
- Screen with inspiring DHL Filmclips
- Interactive digital displays (e.g. to our job platform)
- Gaming stations
- Roll-up banners
- Giveaways
- Virtual Reality experiences (Explore option to collaborate with Innovation Center)
- Opportunity for the visitors of your booth to ask questions to DPDHL volunteers
- Comfortable seating areas or separate meet and greet booth to allow visitors to do a mini-interview with an employee in a more quiet environment.
- Create a brief presentation that clarifies:
 - The core business of the company/vision and mission
 - Careers options
 - Skills needed for various positions
 - Job benefits
 - 3 things employees value most about working for DPDHL
 - Who to contact for more information on internships/job opportunities
 - Clarify how to find future vacancies

Setup

Make sure to organize the career fair jointly with the partner organization such as SOS Children's Villages or Teach For All. Align the tasks with the partner organization so it is clear who is doing what and avoid duplication.

High level process steps:

- Pre-Selection of participants by SOS Children's Villages/Teach for all
- Define the purpose and objectives
- Participants to prepare for the day
- Setup a Planning Committee
- Set Date and venue
- Draft an agenda
- Identify the number of needed volunteers (number of volunteers depends on the concrete agenda)
- Find volunteers
- Organize Presentations
- Plan the preparations
- Start preparations
- Promote the career fair/ send out invitations
- Plan the layout
- Brief volunteers
- Host the event
- Gather Feedback and Evaluate the event
- Express Appreciation to speakers, volunteers, participants etc.

Preparation time needed: We advise a minimum of 1,5 months lead time before the start of the career fair

Things to consider:

- Start on time
- If you would like to develop PowerPoint presentations, allow enough preparation time.
- Define stakeholders
- Create clarity on roles and responsibilities
- In case of a virtual session, consider the tool you would like to use. (Zoom, Teams, YouthLinks etc.)
- Use different presenters with different experience for the topics
- Make the sessions interactive, fun and introduce games
- Participants might not have mobile devices
- Ask yourself: how to motivate the participants, get to know them, make it personal
- Try to avoid organizing during school breaks
- Align if social media could be integrated for interaction

Checklist

What to prepare for a career fair?

Note:

Materials might already be available in the company. Contact your local HR/Communication/Marketing department to find out.

Inhouse career fair at DPDHL

- Consider if a registration process for participants is needed
- Communication plan (volunteers, partner organizations, HR, stakeholders, who else to involve?)
- Volunteers
- Presentation
- Transport of participants/Logistics (make sure the participants can find the fair)
- Refreshments (coffee, tea, water etc.)
- T-shirts (optional)
- DHL goodie bag (optional)
- Flyers with DPDHL information
- Roll-up Banners (at the entrance)
- Videos
- Booking rooms at the facility
- Informing other employees that a career fair is being planned and visitors can be expected
- Arrange AV equipment for presentations
- All volunteers to complete Code of Conduct eLearning (only relevant if SOS Children's Villages is involved)
- Allocate a budget and keep track of the budget

Career fair booth

- Volunteers
- Presentation
- Company Lanyards for the volunteers
- Lunch for volunteers
- T-shirts for volunteers
- DHL giveaway or goody bag (optional)
- Flyers with DPDHL information
- Roll-up Banners
- Organize booth + transport of the booth
- Arrange AV equipment for videos or presentations
- All volunteers to complete Code of Conduct eLearning (only relevant if SOS Children's Villages is involved)
- Allocate a budget and keep track of the budget

Useful Videos

1. An impression of the DHL brands
<https://myvideo.dpdhl.com/search/DHL%20history/1/1sTEvinB41zhX4uXdCsJz?sort=relevance#top>
2. During breaks:
<https://myvideo.dpdhl.com/search/OCP/1/5GzHVWzQrmgFmucyW7qVcr?sort=relevance#top>
3. Motivational video from the perspective of an employee
<https://myvideo.dpdhl.com/search/OCP/1/9sUVcEdfQ8hFNJKttPNDce?sort=relevance#top>
4. Interviews with customers (Helps to get an understanding of how DPDHL adds value)
<https://myvideo.dpdhl.com/search/OCP/1/7Hwchmft6CZEDNhBBgogww?sort=relevance#top>
5. Inspirational video specifically for girls/women
https://myvideo.dpdhl.com/search/history/1/1Jw4HQ_2JfEqiW2mkc9c2X?sort=relevance#top