



Booth Set-up Guidelines

Thank you for your support of JA of Greater Fairfield County and for choosing to participate in this innovative JA event.

When putting together your booth, we encourage you to feature your employees of different races, genders and ethnicities that collectively represent our students and the communities we serve. **Below are the steps to create your booth:**

Step 1: Enter the basic information about your company

You will need:

- Booth description (brief description of your company)

Step 2: Upload booth graphics

- 4-5 images that will appear when the student arrives at your booth
- Images can link directly to various pages on your website if you choose

Step 3: Content links

Content links (need to have a minimum of 2):

- **About Us:** a link to your website, which can lead the students to read your mission statement and learn more about what you are all about
- **Careers:** a link to information on your website highlighting careers within your company, both locally and globally
- **Other suggested link ideas:** different type of careers/positions at your company, scholarship programs, internships & apprenticeships, high school and college education requirements, company social responsibility efforts/sustainability efforts, optional: link to company social media pages

Step 4: Videos and documents: Students will be able to save all of these to a virtual backpack, which they can email to themselves or an adult at home to refer to later. **Remember to label videos and documents appropriately**, so students know what they are opening and can differentiate the files they upload in their Virtual Backpack. (ie. Company Name – Subject Matter)

Video content: Short and engaging videos will capture the attention of this audience (middle and high school students). These videos should be posted to **YouTube** and then can be added to your booth.

For YouTube videos, please make sure you have used the URL from the URL bar, NOT the shortened URL from clicking Share. This will allow videos to open within the vFairs platform.

- Use this: <https://www.youtube.com/watch?v=rbOG52HSE3s>
- NOT this: <https://youtu.be/rbOG52HSE3s>

➔ Please contact JA if you are unable to upload videos to YouTube.

Video suggestions:

- Can use marketing or recruiting videos that you already have
- Virtual tour of office or workplace
- “Day in the life” videos – have employees share what their role is/what it entails
- Brief employee testimonials – for employees to share why they enjoy working at your company
- Show your product or service in action
- Any advice for young people interested in going into this field or resume tips

Video Recording Tips:

- Think of yourself as being in front of a group of students.
- At the beginning of a presentation, look at the camera and hold a smile for about 4-5 seconds. Do the same at the end.
- Speak clearly and louder than you think necessary, not yelling, but not using quiet conversational tones. Project your voice.
- Refrain from references such as “good morning” or “good afternoon” since the video may be viewed at any time of the day.
- Best practice: one person holds the recording/filming device while a second person is in front of the camera.
- The on-screen presenter should wear work-appropriate clothing and avoid wearing logos for national retailers.
- Camera angle: the view should be straight on, not tilted up or down
- Distance from camera: the top of your head should be approximately one inch below the top of your picture frame on screen
- Choose a filming location with minimal visual and audio distractions. A solid wall or backdrop with a company logo is ideal.

Documents: We recommend documents in a **PDF format** that are short and informative.

- Highlight your company mission, vision, and values as well as careers
- What do you look for in an employee?
- Feature Innovations or Industry Growth trajectory
- Photos of your office space
- PDF’s of your company in the news, current events
- Any fun or engaging game or activity for the students to complete
- If applicable, provide information about internships, apprenticeships, or scholarships that you offer.
- If you have any documents in different languages, please feature those!

Step 5: You may **skip** Step 5 (Job Vacancies) on the booth setup section. If you have any relevant internship or career information, this should be included in either the documents or content links section of your booth.

Step 6: (Booth Representative) List your JA Inspire contact person and anyone that will need to work on your virtual booth.

Reminder: As you are creating your booth, you can save your progress as you go along and revisit when you have more material to add; you do not have to complete your booth all in one session.

Once you have completed all of these steps and added all relevant content, please **submit** your booth.

Important dates:

- Booth framework should be completed by: Friday, March 12
- Final booth should be submitted by: Friday, March 26

Thank you for your support of JA of Greater Fairfield County. If you have any questions or concerns during booth setup, please feel free to contact Elise Sullivan (esullivan@jagfc.org). Be creative and have fun!!