



JA INSPIRE VIRTUAL EXHIBITOR FAQ

Being a JA Inspire Virtual Exhibitor offers you the opportunity to inspire middle and high school students to seek a career in your industry and at your company. In most school districts, career exploration begins in middle school, a time when students must begin to decide which high school courses to take to achieve the job of their dreams. Students who visit JA Inspire Virtual will have already experienced preparatory curriculum that will allow them to learn about their strengths and interests that could lead them to fulfilling careers. They will know that your company will be exhibiting and will likely have a plan for which booths they will visit.

FAQ

- 1. Does the employer need to create a 'booth' or 'virtual site'?** Yes. The vFairs Platform has created an automated process to create and populate each JA Inspire Exhibitor's Booth. JA will send a link to the exhibitor contact and you can begin building your virtual booth. The process will take approximately one hour.
- 2. Who should be my company's JA Inspire Exhibitor contact?** Our JA Inspire exhibitor contact is usually someone from your Marketing, HR or Talent and Recruitment Departments. Once you have assigned this project, please forward their contact information to Erin Warren at erin@jalexington.org. Erin will send out to your contact all information concerning the event and your exhibitor virtual booth link.
- 3. What do I include in my JA Inspire virtual booth?**

Each booth includes the following items:

- Company profile
- Contact information
- Content Links (up to 11)
- Links to Company Website, Social Media Pages, Career Sites, etc.
- Video Vignettes (if desired)
- Uploaded docs and presentations

- 4. Does a live person from my company need to be available the day of the event?**
No, there will not be live interaction with students at the booths for we cannot allow unmonitored conversation between individual students and adults on the site.
- 5. How do I get access to my Virtual Booth?** The JA staff will send you a link to your booth so that you may access the easy booth uploader. You will be able to choose one of several booth templates that will meet your needs. You will be able to choose the design and color of your booth.
- 6. What are the specifications and size requirements for the photos, graphics, videos, and documents?** When you select your booth template, you will see the specifications for each.

- 7. Can I link photos or graphics to my company's web page?** All photos or graphics can be linked to your company webpage, to YouTube, or to any form of social media or web page that can help you tell your story.
- 8. How will I be able to organize information at my booth?** You will be able to organize your uploaded information into a series of content links that will appear in a menu at the bottom of your booth page. You can name them whatever you want. Examples are: About Us, Careers, Internships, Apprenticeships and Job Shadows, Hot Jobs, News and Events, Facebook, Contact our HR Department, Contest (If you want to work to connect student to your company, you could hold a contest, possibly a simple case study challenge and the winner gets to meet the CEO. The sky is the limit!)
- 9. What kind of content should my videos contain?**
- Students will be curious about what they would experience in “a day in the life” of someone who works at your company. You could choose several job types and create low-tech iPhone videos that follow your team members through different job activities.
 - You can film a cool chemistry experiment or some other activity that illustrates what your company does.
 - You should make sure to include footage of the work environment and the skills that you are looking for in prospective employees.
 - You can also use videos that you have already created to promote your company.
 - Keep in mind that students will want to take in information in “bite-sized” pieces, for they will be excited to explore all of JA Inspire Virtual; for that reason, your videos should be no longer than 2-3 minutes each.
- 10. What kinds of photos should I post?** Remember all the “stuff” you usually take to an expo fair? Airplanes, medical dummies, tools, and equipment? You can show students the same things at JA Inspire Virtual. A PDF of an airplane could include an explanation of how pilots perform their jobs or could fascinate students with an explanation of aerodynamics. A PDF of a nurse could describe how fulfilling it could be to care for others. Whatever you do, keep in mind that the goal is to inspire students to reach out for careers that they will love.
- 11. Each student will have a “swag bag” and will be able to download document or other “swag”.** What can we offer for them to download? Students will be able to download any document that you post at your booth. You might want to post a document that gives students information about internships, apprenticeships, or job shadow opportunities. You might want to give them the email address of an individual in your HR department if students (or their parents) want to request additional information about careers at your company. You might even find that a parent applies for a job!
- 12. How many students will participate in JA Inspire Virtual?** Our goal is for 20,000 students across Central, Eastern, and Western Kentucky to participate. Not only will students be able to visit your booth on the Kick-Off Day, but they will be able to return 24/7 for 3 months for repeat visits to your booth that they can show their parents and guardians.