



Career Fair Messaging

Communicating at the booth:

- Stand in front of booth area, so as to make it easier to connect with participants as they walk by
- To break the ice, ask an open-ended question such as:
 - "Have you ever thought about a career in...?"
 - "What are you planning to do after high school/post secondary school..." or
 - "What is your area of study/favorite subject..."
- To get the conversation started, ask questions, share experiences and industry information, and provide give-aways and hand-outs.
- Give industry and career information in pamphlet and booklet format (provided by the Institute).
- Try to engage students in conversation by approaching them as they walk by. Most students may be interested, but are not sure of what questions to ask.

Talking About Your Career

- Describe what you get from your job, why you chose your line of work, and how you got involved with insurance.
- Tell students about the other people you work with, who depends on your work, how your work is important, and how your job relates to the community.
- Mention others in the community who do similar kinds of work.
- Talk about the skills you use in your occupation.
- Relate your work to what students are learning.

Students will want to hear about your career and how it relates to them

- Students will be interested in seeing the practical application of what they are learning to what you do for a living.
- They want to know what skills you use everyday: communication, writing, computer, formulas, analyzing documentation, investigating claims, etc.
- How you apply mathematical kinds of thinking: problem solving, critical thinking, decision making.
- How 'life long learning' relates to your position.
- The impact of changing technology, governments, and laws in your career.

Students will want to hear about your education

- Students will want to hear about how you got started, especially what you studied in high school and/or at post-secondary school.
- Post-secondary students will be interested in your post-secondary education and professional development achievements (i.e. CIP, CRM, CAIB, ACAS, etc.).
- High school students will be interested in your post-secondary choice and why you chose college or university. Also share the program you studied.



Post-secondary and high school students will want to learn about job prospects, your accomplishments, future growth in the industry, and the number of organizations that they could apply to. There are approximately 200 insurance businesses across Canada.

Secondary School Career Fairs

- Engage them with a question or comment, or use the game or activity to entice them into the booth area:
 - What are you interested in doing when you grow up?
 - What is your favourite subject?
- Interactive games and activities will be provided to draw students into area
 - This may include:
 - Q&A – “Name 3 types of insurance?”; “what does an Accident Reconstructionist do?”; “How many people work within the P&C insurance industry in Canada?”
 - Image Cards
 - Promotion wheel, or other games
- Once a student has participated in a game or activity, they will then receive a brochure and pen
- At some of the larger fairs, a ballot will be provided to those who have participated in an event, and their name will be drawn for a prize.
- Key information to include in conversations with secondary students includes the opportunities available within the industry. There are a number of ways to get into the industry, and a promotion of the schools which have insurance programs. (See *Post-Secondary Schools with insurance or related program handout* for further information)

Post Secondary Career Fairs

- Engage students as they walk by with a comment or by posing a question to them:
 - What are you looking to do when you graduate?
 - What are you studying?
- Students at the post-secondary level, primarily, will have not thought of a career in the insurance industry. By using probing questions, there may be a great connection to the industry that they would never have thought about. Asking about their interests, what they are studying and what they are looking for in a work environment will enable you to highlight some of the key elements that the industry has to offer. (See *Career Pathing for Post-Secondary Audiences* as an example of what someone with an Arts degree may be interested in pursuing)
- Highlight some of the key elements which the insurance industry has to offer, including variety, stability, advancement, flexibility, life-long learning, recession resistant