

Open House Tool Kit

Why host an Open House?

An open house is a beneficial marketing opportunity for your business. It also give prospective apprentices a chance to get a feel for your organization and the workplace. Apprentices will have the opportunity to ask questions and learn more about the opportunities that your organization offers. Youth apprenticeships are still a new concept for most of these students and parents so it is important to give them the opportunity to see your facilities, meet your team and feel comfortable with the idea of working there. An open house will allow you to share more information about your organization with potential apprentices and their families and in some cases, even conduct interviews.

Who do we invite?

Invite potential apprentices and their families. Work with your program manager or relationship manager to get the invite shared with qualifying schools and candidates for your business. Be sure to also extend an invitation to your employees, specifically those that will be working with and mentoring your apprentices. Apprentices and their families will appreciate being able to meet those that they will be working with at your company.

When do we host the Open House?

Finding a time that works well for your open house is crucial. Be prepared to host your guests for 1-2 hours. Work with your school to select a date and time that works with their academic calendar. Be mindful of the day and time of your open house, remember that parents or family members may want to attend and they may have work commitments during the day. Evenings are typically more feasible for families to participate and will allow you to avoid scheduling during class and work time.

Planning your Event

Create a timeline and checklist for your event to ensure that it runs smoothly. Below is a list of possible things to schedule during your open house.

- Provide your guests with a snack or light meal, particularly if this is an evening event.
- Share a high-level presentation about your organization, share with them your work and why you are passionate about it.
- Introduce employees that apprentices will be working with. This includes their coaches, HR managers, and folks that they might work side by side with.
- If feasible, provide a tour of your workspace.
- Students want to know what it will be like to work for your organization. Give an overview of tasks that the apprentices will complete on the job. If applicable demonstrate some of these tasks, possibly on a tour your facilities.
- Map out careers available to students after their apprenticeships within your company and/or within your field. Showing opportunity for growth within your company will help ensure you're getting prospective apprentices that want to make a this a career.
- Conduct brief interviews with apprentices or mix and mingle with apprentices and their families.

Sample Open House Agenda

Alpha Corporation Apprenticeship Open House

Monday, February 6, 2017 from 6:30 p.m. - 8:00 p.m.

5:45 p.m. - 6:15 p.m. Set up begins

- Set up all powerpoints/presentation
- Set up check-in table with name tags, pens, and marketing handouts
- Set up refreshments

6:15 p.m. - 6:30 p.m. Check-in apprentices and parents

- Make sure all apprentices and parents have name tags
- Offer apprentices and parents refreshments

6:30 p.m. - 6:40 p.m. Welcome and formal introductions

- Welcome everyone for attending the event
- Introduce employees in attendance and point out employees that will work directly with apprentices

6:40 p.m. - 7:10 p.m. Presentation about Alpha Corporation

- Share mission and vision
- Explain why apprentices are important to our business
- Share what apprenticeship are available and how many apprentices will be hired

7:10 p.m. - 7:30 p.m. Community College Presentation

- Discuss careers available post apprenticeship including possible salaries

7:30 p.m. - 8:00 p.m. Conduct tours around your office with apprentices and their parents