



**Aveda
Arts & Sciences
Institutes**

INDUSTRY DAYS **BEST PRACTICES**

By following these best practices, you can maximize your impact at Industry Days and attract top-talent to join your team.

PREPARATION: PRIOR TO THE EVENT

- Identify Personable Staff:** Choose friendly, engaging team members to represent your business
- Eye-Catching Setup:** Create an attractive and visually appealing booth that stands out from the crowd (Use branded table cloths, signage, pull-up banners, etc.)
- Takeaways:** Prepare branded recruiting collateral & freebies to attract and engage students
- QR Codes / Social Media Handles:** Make it easy for attendees to connect with you by displaying QR codes and social media handles prominently
- Review Student Look Book:** Study the Student Look Book to better understand your potential newcomers
- Prepare for FAQs:** Familiarize your team with frequently asked questions and your answers
- Elevator Speech:** Craft a concise, compelling 15-45 second elevator pitch about your business

THE DAY OF: INDUSTRY DAYS

- Punctuality:** Arrive on time to set up your booth and be well-prepared for the event
- Materials:** Bring all necessary materials including swag, goodie bags, business cards, and recruiting marketing materials.
- Show your Style:** Dress appropriately to show off the lifestyle of your business, not just for the career fair
- Embody your Culture:** Highlight the unique culture and values of your business
- Enthusiasm:** Be enthusiastic and approachable when interacting with potential candidates
- Take Notes:** Document key information about promising candidates

FOLLOW UP: AFTER THE EVENT

- Reach Out:** Follow up with potential candidates through phone calls, emails, or other appropriate means
- Utilize Social Media:** Use social media platforms to connect with students and the institute to maintain engagement.
- Offer Opportunities:** Consider offering salon tours or apprenticeships to interested students as a way to deepen their connection with your business

STUDENTS LOVE SWAG

Think branded goodies they'll actually keep and use:

- + mini brushes
- + compact mirrors
- + clips
- + totes
- + pens
- + stickers

and other fun takeaways that keep your business top of mind long after the event.



WRITING YOUR ELEVATOR SPEECH

An elevator speech should be a 15-45 second pitch as to why a candidate should choose your business and be comprised of: who you are, what positions are offered, what sets you apart from the competition, your culture, and benefits that can be derived from working for you.

Use the worksheet below to help identify your selling points and to write your elevator speech:

Introduction— Who You Are:

Business Name

Your Name

Title in the Company

Business Overview— Positions Offered:

List the key roles or positions your company typically offers

Unique Selling Points— What Makes Your Business Stand Out:

What are the unique features, values, or advantages of your company

Awards, achievements, or industry recognition

Value Proposition— Benefits for Employees:

Explain how working at your company can benefit potential employees. Emphasize career growth opportunities, learning experiences, or unique perks.

Conversation and Delivery:

- Practice your elevator speech until it sounds natural and effortless
- Aim for a conversational tone, not a rehearsed or forced one
- Ensure your speech reflects the true culture and personality of your business
- Make it memorable to leave a lasting impression on potential candidates

Additional Tips:

- Keep the speech concise and within the time it takes for an elevator ride (15-45 seconds)
- Use clear and simple language
- Be prepared to adapt it slightly based on the context or the questions you receive

PREPARE FOR FAQs

Be prepared to answer these top 5 questions every student wants to know the answer to

1. Brief overview of benefits & compensation structure that your salon/spa offers

2. Do you or would you hire someone who is still in school or not yet licensed? If so, what does that look like?

3. What do you look for in an ideal candidate?

4. How long is your training program?

5. What is a typical schedule and is there flexibility for part time stylists/estheticians?



**Now that you're ready— check out when the next
Industry Day event is happening near you!**

*Aveda Arts & Sciences Institutes typically have 2 events per year, in the Spring and the Fall