



NOVEMBER 7, 2018

PROSTART CAREER & INDUSTRY EXPO

Background

The WRA Education Foundation will host its first annual "ProStart Career and Industry Expo" this fall. We're excited to introduce students to the foodservice industry and showcase the many career opportunities available to them. Students will learn new skills, get tips from HR professionals on resume-writing and interviews, connect with potential employers and hear the personal stories of some of our most successful industry professionals.

Event Details

Where: Hilton City Center, 509 W Wisconsin Ave, Milwaukee

When: November 7, 2018

9:00 am – 3:00 pm – Lunch provided

Cost: ProStart schools \$10/student; Other schools \$20/student

The Student Expo was designed specifically to meet high school Academic and Career Planning requirements. Students will leave the day with a better understanding of hospitality career options, new skills and real connections with potential employers.

CAREER PAVILION

To meet and interact with a wide range of industry professionals

JOB READINESS CENTER

To brush up on resume-writing and interview skills

FUN EDUCATIONAL SESSIONS

To learn new culinary arts and management skills

NETWORKING LUNCH

To foster conversations between professionals and students

INDUSTRY PANEL

To hear inspiring stories from food industry professionals

WRA EDUCATION FOUNDATION

2801 Fish Hatchery Rd
Madison WI 53713

QUESTIONS?

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Day Format

- All students will simultaneously attend the Keynote, Networking Lunch and Industry Panel (see those sessions marked in green).
- For the remaining activities, students will be split into 4 groups (50-75 each) and will rotate through all 4 activities: the Career Exploration Pavilion, Career Readiness Center, Cookie/Cake Decorating and Behind-the-Scenes Tour.

9:00 AM	Keynote Address
9:30 AM	Activity
10:30 AM	Activity
11:30 AM	Networking Lunch
12:15 PM	Activity
1:15 PM	Activity
2:15 PM	Industry Panel

Sessions

➤ **Keynote Address**

Well-known speaker to kick off the day – and to share his/her professional journey and vision of the industry. Message to students would be that the food industry is an “Industry of Opportunity.”

➤ **Networking Lunch**

Another opportunity for students to network and talk with foodservice professionals and colleges about the industry and career pathways.

➤ **Industry Panel**

Host an industry panel where professionals – from diverse food careers – will share their professional journeys and their passion for the industry.

Rotating Activities

➤ **Career Exploration Pavilion**

Area that showcases the broad spectrum of career paths in the food industry and connects students with employers and colleges. We will have representatives from restaurants, hotels, healthcare facilities, equipment suppliers, food manufacturers, food distributors, wholesalers, food scientists, colleges, etc. tabling in the Pavilion. Students will rotate through the pavilion, stopping at each table for 3-5 minutes and then proceeding to the next station.

➤ **Career Readiness Center**

This will be a hands-on session, which will include guidance and tips on writing a resume, filling out an online application and mastering interview skills. Students will leave with a better understanding of the interview process and handouts to review once they get back home.

➤ **Cookie/Cake Decorating**

Partnership with Wisconsin Bakers Association for a hands-on decorating workshop.

➤ **Hilton Behind-the-Scenes Tour**

Students will enjoy a personal tour of the Hilton’s culinary kitchen area and have the opportunity to meet employees.