DEMO DAY

Model Overview

Demo Day is a career exposure event built around one idea: **students will remember what they do, not what they're told**. Instead of a room full of tables to freely wander by, students rotate in small groups through hands-on sessions with local employers, trying real tools and asking real questions. It's the difference between hearing about a career and stepping into one for a day.

Piloted with 150 students across 14 rural high schools in Harrison and Pottsville, Arkansas. Students left more familiar with skilled career pathways and more likely to consider one.

Not a career fair

Students rotate through hands-on sessions in small groups. No quick walk by, no passive observing, no five-minute conversation.

15-20	25 min+	4+
students per rotation	dedicated session length	employer/training partners

Who it's for

Demo Day works for any high school student. **Juniors are the sweet spot— old enough to seriously weigh their options but not yet locked into a decision.** If your event includes other grades too, that's completely fine, the structure of the day doesn't change based on who's in the room.

What it takes

The building blocks are simple. They just need to be put together— local employers willing to invest, a space to bring students together, a plan build around doing and not watching and groups small enough to keep it personal.