DEMO DAY

Parent/Guardian Communication

Send this email to families ahead of your event, or use the flyer on the following page if you'd rather print or post something instead. Either version works, so use whichever fits how your school typically communicates with parents. Beyond the logistics, this is also a chance to **encourage the conversation to continue at home**, well beyond the school day and the event itself.

Subject: [School Name] Demo Day, what your student needs to know

Hi families,

On [event date], [School Name] is hosting Demo Day, a hands-on career exposure event connecting students with local employers in fields like [career areas]. Students will spend part of their school day rotating through small-group sessions, trying tools, asking questions and seeing real careers up close, not just hearing about them.

The event takes place from [start time] to [end time] [on school grounds / at [venue name]]. [Add any school-specific permission slip or transportation note here.]

Each student will bring home a Demo Day passport, a notebook where they recorded what they saw, tried and learned throughout the day. We'd encourage you to ask your student about it tonight as a great way to hear directly what stood out to them.

We're excited for your student to take part. If you have any questions, feel free to reach out to [organizer name] at [email/phone].

Sincerely,
[Your Name]
[Title/Organization]

DEMO DAY

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Your student is attending Demo Day!

On [event date], [School Name] is hosting Demo Day, a hands-on career exposure event where students rotate through small-group sessions with local employers in fields like [career areas]. Students get real, hands-on time with local professionals, trying tools, asking questions and seeing what a day in these careers actually looks like.

What to Know

- Takes place during the school day, [start time] to [end time]
- Students remain on school grounds (or at [venue name])
- No special preparation is needed
- [School-specific note]

Why It Matters

Demo Day is a real look at career opportunities already available close to home and can often be a student's first direct exposure to a skilled career pathway.

Keep the Conversation Going

Each student will bring home a Demo Day passport where they document notes and information about the employers and career pathways they encountered. We encourage you to continue the conversation at home by asking them about it to learn what stood out to them!

Questions? Contact [organizer name] at [email/phone].