

The Best of the Tricks of the Trade

How to Succeed in Job Development and Business Services in a Recessionary Economy

A workshop presented by

Larry Robbin

in part as a benefit for the Unison In Industries Conference

September 17, 2009

8:00 – 9:00am Networking, 9:00 – 12:00 pm Workshop

Elihu M. Harris State of California Office Building, Room 2 (second floor)
1515 Clay Street (between 15th Street and 16th Street), Oakland, CA 94601
Only a few blocks from the 12th Street BART Station

***We expect this event to be sold out! Send in your registration and payment now to guarantee your space.
At the door registrations taken on a space available basis only.***

If you work in job development and business services, or you manage the people who do, this workshop is for you! You will get new strategies and skills to succeed in these difficult times.

- Learn new ways to interest business people in working with you.
- Find out what you can offer business people who aren't hiring now, so they will think of you when job openings occur.
- Discover ways to reconnect with businesses that have hired from you in the past, so that you can get repeat business from them.
- Make more placements with better telephone cold-calling skills.
- Use the "hidden-job-market" power of people whom you have helped get jobs, so you can find and fill more job openings.
- Get strategies for working with business associations, so that you save time by reaching many employers at once.
- Market your new "Personnel Cost Reduction Plan" and get hires from businesses that are creating new jobs.
- Get ideas from other people about what they are doing to be successful.
- Get an opportunity to meet, network and exchange tips with job developers and business service representatives from all over the Bay Area!

Larry Robbin, Executive Director of Robbin and Associates, is a well known expert in both public and private sector workforce development. In forty-five years of experience in workforce development, he has trained over 100,000 people, given presentations at more than 500 conferences, and worked with over 1,000 private sector, government, non-profit, and other types of organizations, from small community-based non-profits to major Fortune 500 companies. He has done more training for the National Association of Workforce Development Professionals and the California Workforce Association than any other trainer. He has designed over 150 employment programs linking people with barriers to employment to jobs in the private sector. He has written over thirty articles on how employment programs can improve their work with private sector businesses. His work has received international recognition, and he was one of the first Americans invited to visit China to discuss workforce development.

Workshop sponsored by BACED www.baced.us

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Networking 8–9 a.m., Workshop 9–12 a.m. (Please allow time for the security check at the entrance.)

Registration Form (one form per attendee please)

Name: _____

Title: _____

Agency: _____

Address: _____

Phone: _____

Email: _____

of People Attending (\$55.00 each): _____

Total Enclosed: \$_____

****Please make checks payable to SCCCED****

SCCCED is the legal name for BACED (see www.baced.us/aboutus.html)

Note: Purchase orders on official agency letterhead may be sent in lieu of a check. You will be invoiced after the event. Registration fees are refundable only up to two weeks prior to the event. No refunds will be made after that date. Notify jessica@transaccess.org if you require a refund. No space can be reserved without payment by check or purchase order.

Send form along with check or purchase order to:

Jessica Orozco
TransAccess
1150 South Bascom Ave. #7A
San Jose, CA 95128
(408) 278-2016

This space is ADA disability accessible. Requests for other disability accommodations including alternative format materials should be made at least two weeks prior to the event. Please contact Matthew Poland polandm@sutterhealth.org (415) 600-1378 for accommodations or other inquiries.