



CAREER
DEVELOPMENT
CONVENTION

LEGACY SPONSORS



ClearanceJobs®

2023 CONVENTION

SEP 28



ARMY NAVY COUNTRY CLUB
ARLINGTON, VA

11AM-3:30PM

2023 CAREER DEVELOPMENT CONVENTION

Empowering Veterans, Military Spouses,
and Transitioning Service Members.



POWERED BY



elastic



CREATIVE TRANSITIONS

HIGH-END
HEADSHOTS

SIEFF STUDIOS
Creative. Video. Solutions.

ACT NOW
EDUCATION



MISSION BOX
SOLUTIONS

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ABOUT CDC

The Career Development Convention and recurring Quarterly events provide

professional services, training, and career resources for Veterans, transitioning service members, & military spouses.

Mission

To empower the transitioning military community with career development opportunities and renew confidence in their pursuit of professional success.

Vision

Through a nation-wide ecosystem of professional development resources, create a frictionless experience for military families and employers to thrive together in the modern workforce.

Leadership



Jon Meadows | High-End Headshots

Co-Founder of the CDC, Jon is a photographer and facial expression coach who helps clients build trust and create connections through his small business High-End Headshots. Since 2018, Jon has organized an annual "Headshots for Veterans event", donating over 150 professional photos to Veterans, military spouses, and transitioning service members. In 2021, after partnering with Sieff Studios and key sponsors, the idea expanded into the larger convention-style event it is today to offer a greater scope of career development resources.



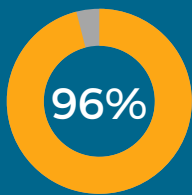
Jesse Sieff | Sieff Studios

Co-Founder of the CDC, Jesse is a U.S. Marine Corps Veteran, military spouse, video strategist, and (ICF) certified coach. Through his small business Sieff Studios, he helps HR, education, and workforce development organizations streamline operations, training, and growth with video strategies. Jesse quickly recognized the power of a strong professional brand after transitioning out of the Marine Corps in 2020 and collaborating with Jon for his 2021 headshot event. Joining forces from there to create the CDC, it's been an honor to share talent and resources to support the military community.

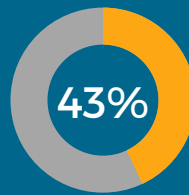
A MESSAGE FROM JON & JESSE

An Untapped Community

There's no doubt that Veterans have unique, highly developed skillsets that bring significant value to civilian industry. Despite an overwhelming interest in hiring Veterans, however, employers often struggle to reach the military community and to find the right fit for their opening.



of HR professionals say Veterans are **uniquely trained** to work through stress, are more **resilient**, and **thrive** in both entry-level and managerial roles



of employers don't know where to post jobs to target Veterans

This event is designed to connect employers and professional development resources directly with the military community through high-impact personal branding, education, and networking.

An Opportunity Unlike Any Other

We've provided free personal branding services to Veterans, military spouses, and transitioning service members for five years, but we always achieve more **together**.

With your support, we will continue hosting the Career Development Convention and offer a full suite of professional development services to the military community. This includes resources other job fairs just can't match, like [video profiles](#), [inspirational talks](#), and of course, [free headshots!](#)

Together We're Making a Difference

Sponsor our event and you'll receive special benefits while directly supporting military families in your community. **We thank you for your support!**

Get started today at www.cdc.vet

Or email us as: info@cdc.vet

- Jon & Jesse

A HISTORY OF SERVICE

225+
headshots

50+ Videos
featuring
Veterans & VSOs

6 years of
military
support

Visit our YouTube channel



@Career Development Convention



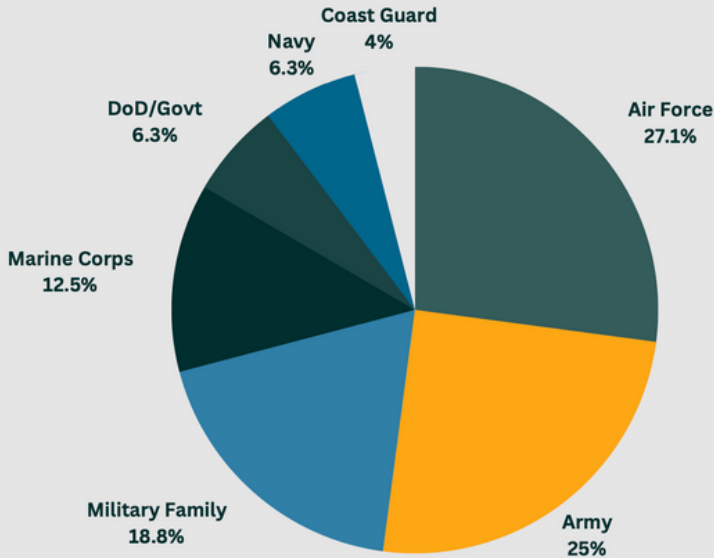
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=TSPXBPNPKNU&T=3S](https://www.youtube.com/watch?v=TSPXBPNPKNU&t=3S)



2022 EVENT INSIGHTS

BRANCH

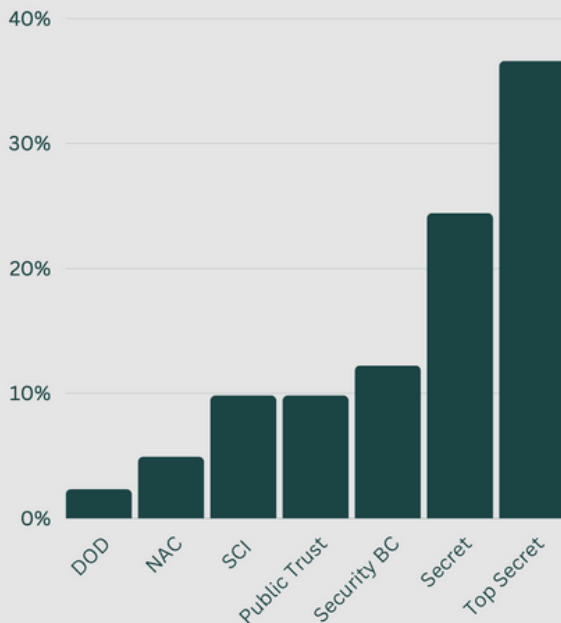
DATA COLLECTED FROM 48 CDC ATTENDEES (2022)



AIR FORCE 27.1%
ARMY 25%
MILITARY FAMILY 18.8%
MARINE CORPS 12.5%
DOD/GOVT 6.3%
NAVY 6.3%
COAST GUARD 4%

SECURITY CLEARANCE

DATA COLLECTED FROM 48 CDC ATTENDEES (2022)

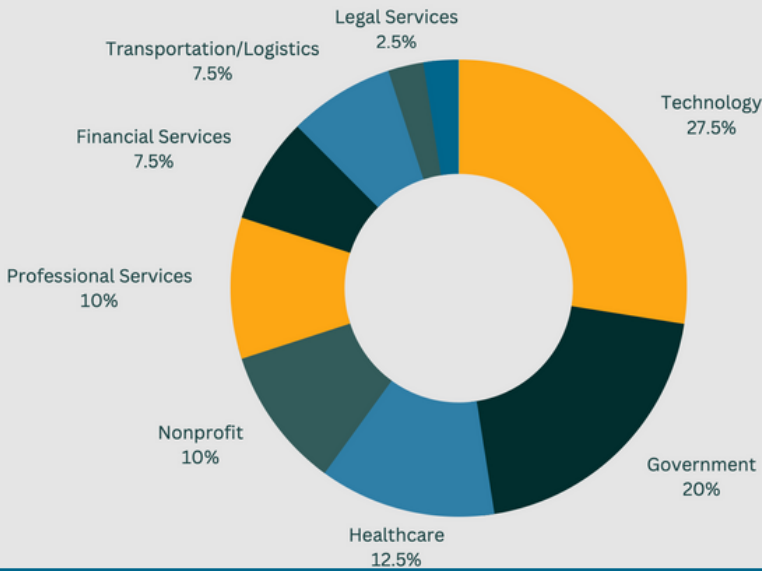


TOP SECRET (TS) 36.6%
SECRET (S) 24.4%
SECURITY BACKGROUND CHECK 12.2%
PUBLIC TRUST 9.8%
SENSITIVE COMPARTMENTED
INFORMATION (SCI) 9.8%
NATIONAL AGENCY CHECK (NAC) 4.9%
DEPARTMENT OF DEFENSE (DOD)
CLEARANCE 2.3%



INDUSTRY

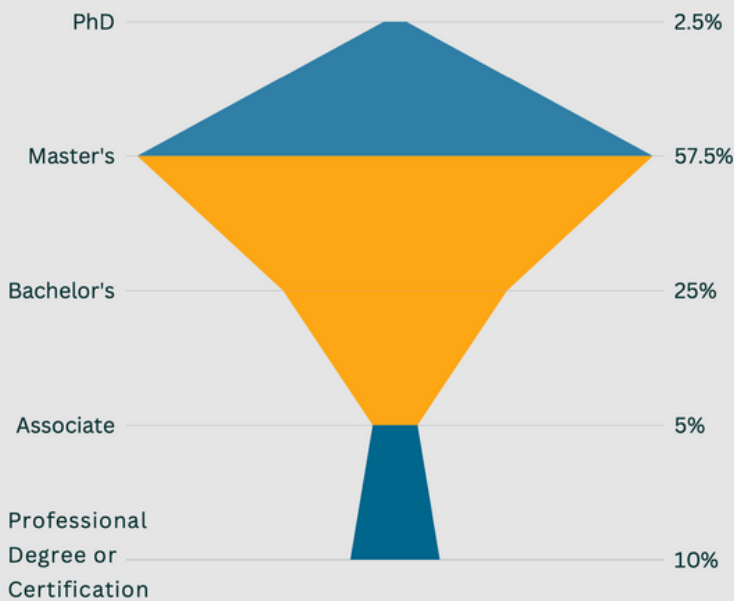
DATA COLLECTED FROM 48 CDC ATTENDEES (2022)



TECHNOLOGY 27.5%
GOVERNMENT 20%
HEALTHCARE 12.5%
NONPROFIT 10%
PROFESSIONAL SERVICES 10%
FINANCIAL SERVICES 7.5%
TRANSPORT/LOGISTICS 7.5%
LEGAL SERVICES 2.5%
REAL ESTATE 2.5%

DEGREE

DATA COLLECTED FROM 48 CDC ATTENDEES (2022)



MASTER'S 57.5%
BACHELOR'S 25%
PROFESSIONAL DEGREE OR CERTIFICATION 10%
ASSOCIATE 5%
PHD 2.5%





CAREER DEVELOPMENT CONVENTION

Professional Media | Job Fair | Education | Networking

September 28, 2023 | 11 - 4 PM

Army Navy Country Club

Arlington, VA



EVENT RESOURCES

- Headshots & Event Photos
- Video Profiles & Event Videography
- In-person & Virtual Networking
- Employers & Vendors
- Resume & LinkedIn Audits
- Live Training, Coaching, and Education

ANTICIPATED ATTENDEES: 150





2023 CDC SPONSOR BENEFITS

2023

\$25,000

2 available

Legacy Partner (2 years for all events)

- ✓ Priority Placement On Marketing For All 2023 Events
- ✓ Priority Tables, Photos, Signage, 3 minute podium
- ✓ Highlight 60-sec. Video Commercial & Team Photos
- ✓ Full Page Program Ads
- ✓ Resume Bank access through 2024

\$6,500

5 available

Convention Sponsor (2023 CDC)

- ✓ Preferred Placement On Marketing For CDC 2023
- ✓ Preferred Table, Photos, Signage
- ✓ Half Page Program Ad, & Recognition
- ✓ Highlight 30-second Video Commercial & Team Photos
- ✓ Resume Bank access through 2024
- Add Table & Media Recognition at Quarterlies (\$2,500 each)
- Add Table at Quarterlies (\$1,000 each)

\$3,500

10 available

Media Sponsor (2023 CDC)

- ✓ Placement on Marketing For CDC 2023
- ✓ Table, Photos, Signage & Recognition
- ✓ Quarter Page Program Ad
- Add Table & Media Recognition at Quarterlies (\$2,500 each)
- Add Table at Quarterlies (\$1,000 each)

\$1,500

20 available

Community Sponsor (2023 CDC)

- ✓ Placement On Marketing for CDC 2023
- ✓ Event Photos For Social Media & Recognition

All sponsorships and proceeds directly support the resources needed to execute the event, including staff and service expenses for Creative Transitions, the Career Development Convention, and the vendors. The primary beneficiaries are the military families and employers who hire them.



CAREER
DEVELOPMENT
CONVENTION

To
Learn More.
Register to attend.
Sponsor.



Visit
www.cdc.vet



info@cdc.vet