



CAREER  
DEVELOPMENT  
CONVENTION

2023 CONVENTION

SEP 28

ARMY NAVY COUNTRY CLUB  
ARLINGTON, VA

CDC QUARTERLY EVENTS

FEB 23 | MAY 25 | JUL 28

VETERANS GROWING AMERICA  
WOODBIDGE, VA

# 2023 CAREER DEVELOPMENT CONVENTION

Empowering Veterans, Military Spouses,  
and Transitioning Service Members.



POWERED BY



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# ABOUT CDC

**The Carer 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.



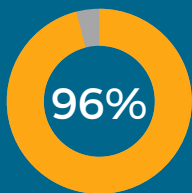
### **Jesse Sieff | Sieff Studios**

**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.

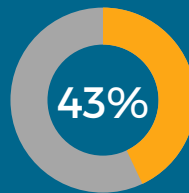
# A MESSAGE FROM JON & JESSE

## 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

**Our 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

As members of the military community, we've provided free headshots to Veterans, military spouses, and transitioning service members for four years, but we can do 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](http://www.cdc.vet)

Or email us as: [info@cdc.vet](mailto: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



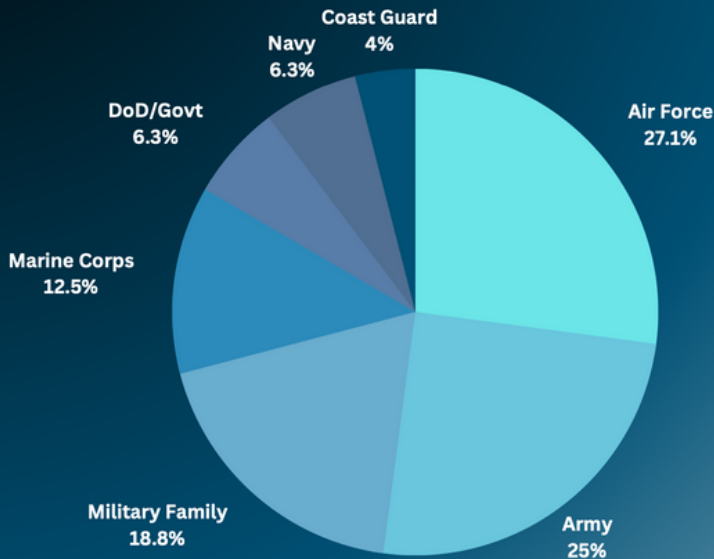
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=TSPXBPNPKNU&T=3S](https://www.youtube.com/watch?v=TSPXBPNPKNU&t=3S)



# 2022 EVENT INSIGHTS

## BRANCH

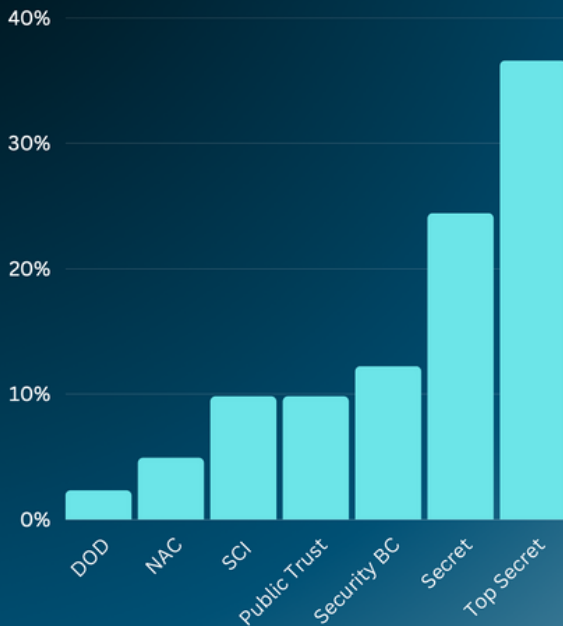
DATA COLLECTED FROM 48 CDC ATTENDEES (2022)



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

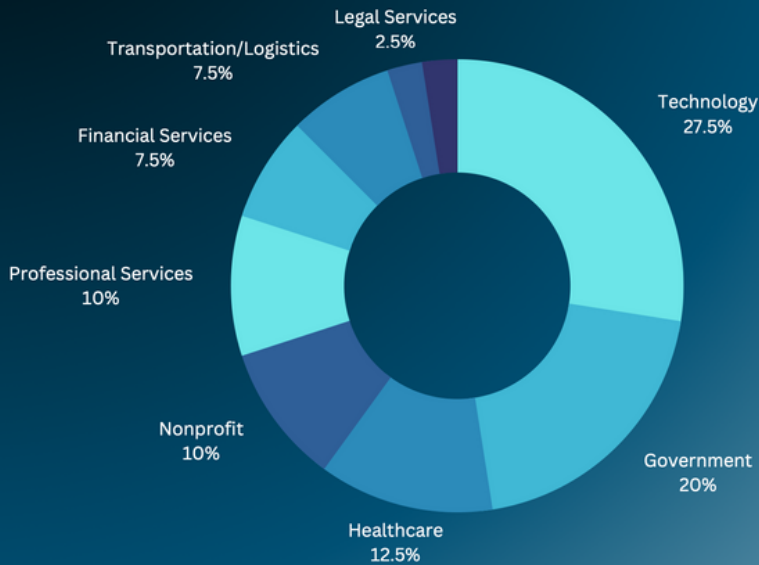
DATA COLLECTED FROM 48 CDC ATTENDEES (2022)



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

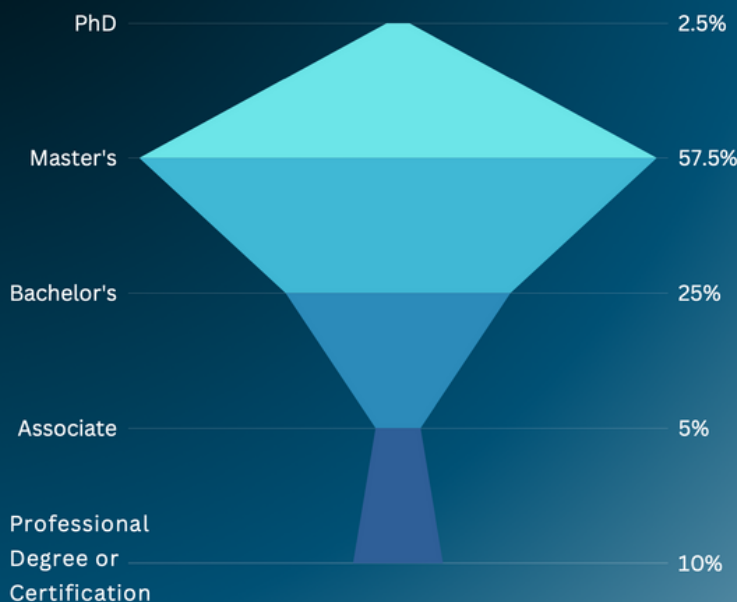
DATA COLLECTED FROM 48 CDC ATTENDEES (2022)



**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 | 12 - 5 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

**\$12,500**

## **Legacy Partner (1 year, all 4 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**

## **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**

## **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**

## **Community Sponsor (2023 CDC)**

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

*All sponsorships and proceeds support event expenses for Creative Transitions, the Career Development Convention and Quarterlies, Veterans Growing America (our Quarterlies partner), and the military community.*



CAREER  
DEVELOPMENT  
CONVENTION

To  
**Learn More.**  
**Register to attend.**  
**Sponsor.**



Visit  
[www.cdc.vet](http://www.cdc.vet)



[info@cdc.vet](mailto:info@cdc.vet)