



2023 Kick Off

February 9



Event Coordination

Welcome

Hilarie Chambers

Chief Deputy *Oakland County Executive*





Jennifer Llewellyn

*Manager, Oakland County
Michigan Works!*



Region's largest, hands-on career exploration experience for high school students, teachers and counselors to learn about today's hottest jobs from working professionals!

This is the event's third year! Our first since the pandemic.

In-Demand Careers

Advanced Manufacturing

Construction

Health Sciences

Technology

Thousands of current job openings in these career sectors across Oakland County, Metro Detroit, state and nation



Regional Event

Oakland, Macomb, Wayne, Livingston,
Washtenaw and Monroe counties





**Tuesday,
November 14, 2023**
Suburban Collection Showplace
Novi, Michigan





2019 Event Overview

Thank You to Our 2019 Sponsors

PRESENTING



GOLD



SILVER



BRONZE

Beaumont Health
Carnegie Institute
City of Novi
Comau
Construction Association of Michigan

Macomb Community College
Michigan Boating Industries Association
Michigan CAT
Operating Engineer: 2nd
Paragon Properties

Williams International

SUPPORTERS:

American Society of
Safety Professionals



A Resounding Success

- 9,000 students and chaperones
- 160 high schools from around region
- 40 sponsors
- 115 exhibitors; 1,000 team members
- 150 guests from across the state
- 175 volunteers



Media Coverage

“Cranes, planes and automobiles showcase career options for students” – *Detroit Free Press*

“Thousands of students learn about career options” – *The Oakland Press, Royal Oak Daily Tribune*

“MiCareerQuest Southeast at Suburban Collection Showplace” – *News-Herald*

“MiCareerQuest Southeast brings in over 9,000 attendees!” – *Michigan Business Network*



Social Media Barrage

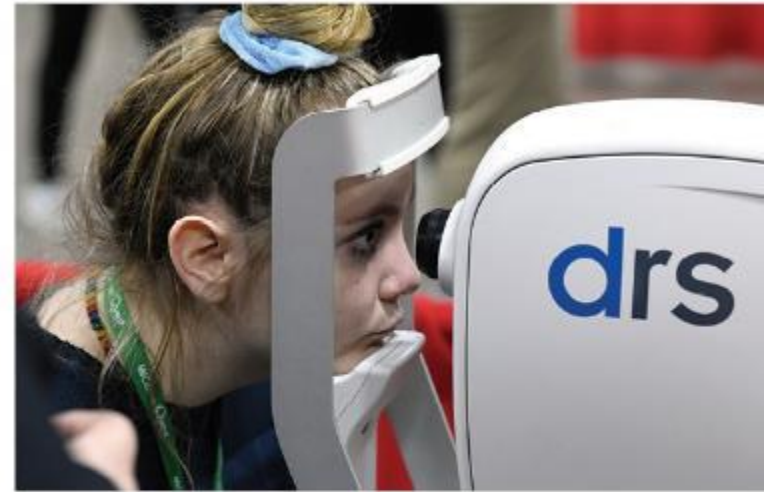
- 145,000+ Twitter accounts reached
- 200,000+ total Twitter impressions
- 6,000+ Facebook impressions



MiCareerQuest Southeast



MiCareerQuestSE



Post Event Surveys

Students, Chaperones,
Exhibitors

Student Survey Highlights

- 84% of 1,153 student respondents said exhibitors provided engaging and interesting demonstrations
- 82% of students said they learned about employment and education/training opportunities they did not know existed
- 72% of students said the event will help them make plans for life after high school

“MiCareerQuest helped me discover many passions and interests.”



Chaperone Survey Highlights

- 95% of 84 chaperone respondents said the event effectively showcased potential careers paths to their students
- 99% said the exhibitors were well prepared for the day.
- 97% said they would be interested in having their schools participate in 2020.

“This was by far the best career exploration event I have ever attended in my 16 years of career and technical education experience.”



Employer Survey Highlights

- 85% of 58 exhibitor respondents said students were interested and engaged in the demonstrations
- 89% of exhibitors said the event was an effective way to showcase their industry to the future workforce
- 96% of exhibitors said they would be interested in participating again in 2020

“We had an amazing time at the event. It was really great to engage with high school students. They had great questions and seemed to really enjoy our booth.”





This Year's Event



2023 Event Coordinators

- Jennifer Llewellyn
- Brooklyn Frontiera
- Joe St. Henry
- Kristi Arnone
- Lynda Keough
- Sara Wills





Regional Leadership

- Oakland County
- Michigan Works! Agencies
- Economic Development Organizations
- Michigan Department of Labor and Economic Opportunity
- Intermediate School Districts
- Presenting, Platinum and Gold Sponsors
- Suburban Collection Showplace
- Art Craft Display



2023 Event Plans

- Career exploration day for up to 8,000 high school students and chaperones
- Professionals in four in-demand career quadrants
- Students engage with pros through hands-on, interactive and inspiring exhibits showcasing career opportunities



2023 Event Plans

- Exhibits focus on career opportunities, not specific companies
- 20-25 exhibitors per quadrant
- Day split into three, two-hour sessions to accommodate large groups of students
- Student numbers capped to optimize experience



Overview

- Sessions start at 8:15 a.m., 10:15 a.m. and 12:15 p.m.
- Students start at assigned quadrant and experience all four industry sectors
- Each quadrant visit lasts 27 minutes, then students rotate to next one with guides



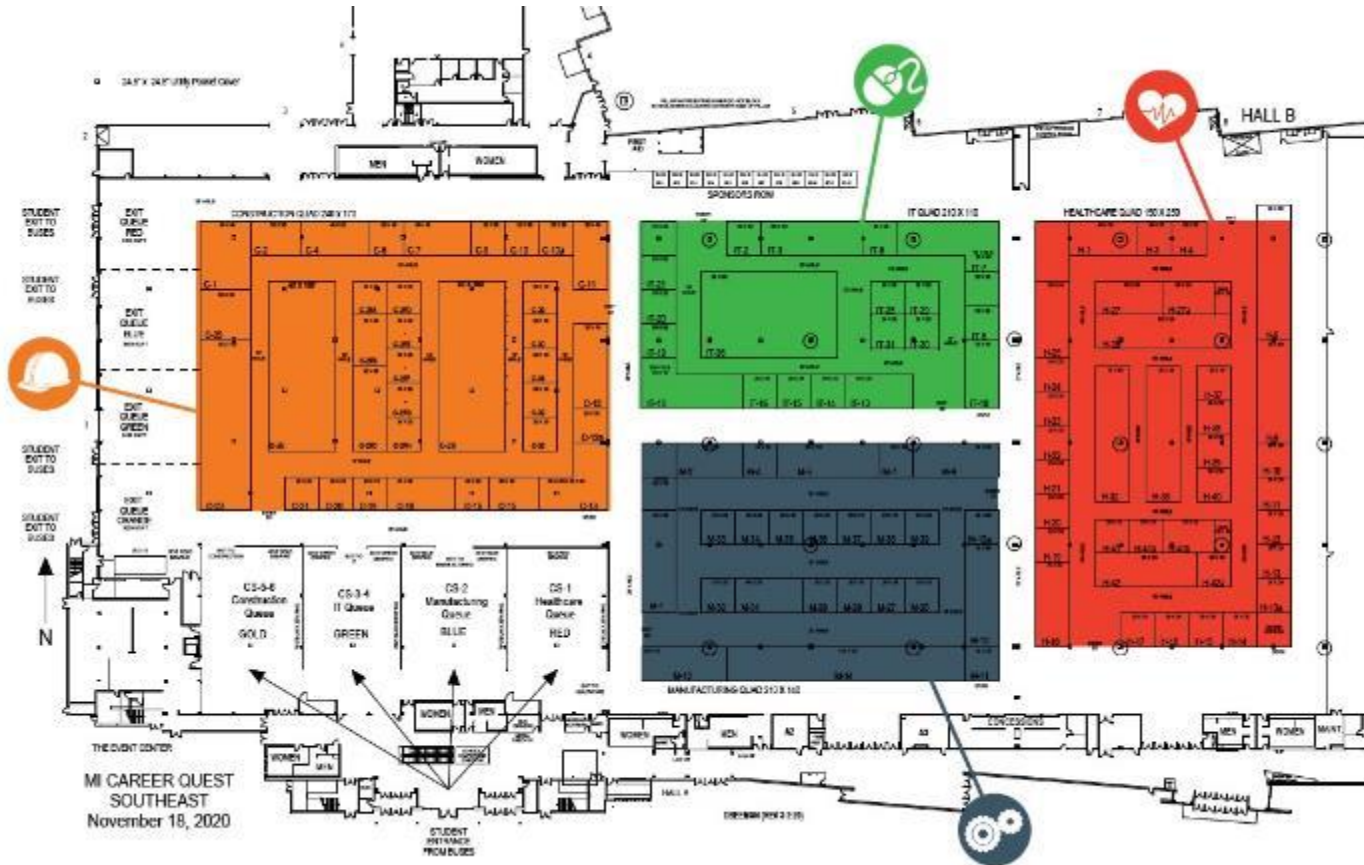
New for 2023

- 8,000 student registrations max; targeting 2,600 per session
- Hard deadline for school registration; starts mid-August
- First-come, first-serve time slots
- Expanded student exit area – 50% larger; buses park in color-coded lanes



2023 Show Floor

Nearly 400,000 square-feet of space



A Successful Exhibit

- Enables students to “see” and “feel” your work
- Showcases tools of the trade
- Features an engaging, interactive task
- Integrates technology
- Inspires students through enthusiastic professionals
- Distribution of exhibitor literature and company signage not allowed





**Let's Hear from Past
Exhibitors**

Get Involved

Sponsorships, Exhibitors



Sponsorships

- Event cannot take place without generous financial support of companies, labor organizations and educational partners
- Break-even budget: \$250,000
- Oakland County Michigan Works! again providing planning resources, marketing support and other services



Event Costs

- Facility rental
- Exhibit space components
- Exhibitor team and volunteer hospitality
- Banners and signage
- Security
- T-shirts, lanyards, exhibitor buttons



Sponsorship Levels

Sponsor Level	Sponsor Cost
Presenting Sponsor	\$25,000
Platinum Sponsor	\$15,000
Gold Sponsor	\$10,000
Silver Sponsor	\$5,000
Bronze Sponsor	\$2,500
Supporter Sponsor	\$1,000

Sponsor Benefits

PRESENTING - \$25,000

- Logo in top position among sponsors on general event signage, all quadrant archways, volunteer t-shirts, food service signage, event website and social media channels
- Recognition in event news releases and social media channels
- Exhibit highlights and executive remarks on 2023 event promotional video
- Display table on sponsor row
- Exclusive tour opportunity for your leadership with elected government officials
- Seat on event's planning committee



Sponsor Benefits

PLATINUM - \$15,000

- Logo in top position among sponsors on general event signage, all quadrant archways, volunteer t-shirts, food service signage, event website and social media channels
- Recognition in event news releases and social media channels
- Exhibit highlights and executive remarks on 2023 event promotional video
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Sponsor Benefits

GOLD - \$10,000

- Logo prominent on event signage, all quadrant archways, volunteer t-shirts, event website and social media channels
- Recognition in event news release and social media channels
- Exhibit highlights and executive remarks on event promotional video
- Display table on sponsor row
- Seat on career quadrant steering committee



Sponsor Benefits

SILVER – \$5,000

- Logo prominent on all quadrant archways, volunteer t-shirts and event website
- Recognition in event news release
- Seat on career quadrant steering committee

BRONZE - \$2,500

- Name on all quadrant archways
- Name on event website
- Participant on quadrant exhibitor team

SUPPORTER - \$1,000

- Name on event website



Quadrant Archways



Exhibitors

- No fee to participate as an exhibitor
- Commitment of time and resources
- Exhibitors responsible for extra equipment (tables, chairs, electrical drops)
- Energy and enthusiasm required
- Work with quadrant program manager
- Attendance at quadrant meetings encouraged



Exhibitors

- Must complete commitment form and online exhibitor participation form by August 1
- Must sign official exhibitor agreement – separate non-governmental and inter-governmental versions
- Must have adequate insurance coverage, listing Oakland County as covered entity
- Must adhere to Suburban Collection Showplace exhibiting regulations





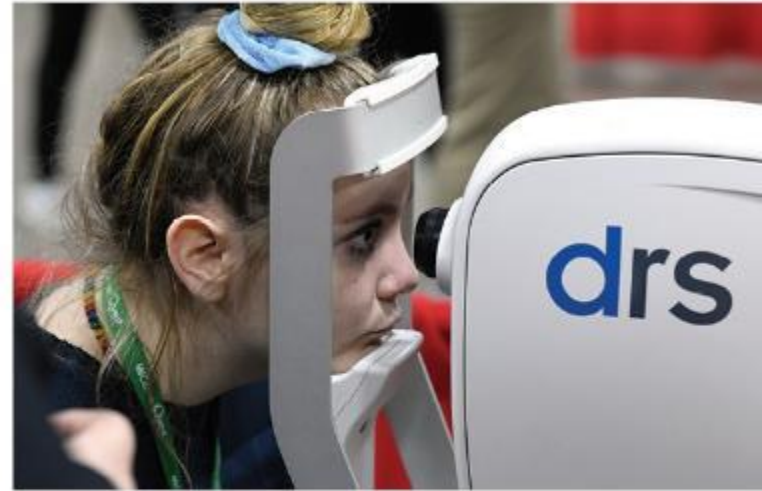
Quadrant Steering Committees

- Project manager
- Platinum, gold and silver sponsors
- Business services representatives
- Working professionals
- Others TBD



Timeline

- Event leadership team has already began meeting
 - Monthly quadrant meetings start in March
 - Sponsor/exhibitor commitment forms can be submitted now if ready, to Brooklyn or Jennifer or via the QR code
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Timeline

- School registration to start in mid-August; hard cap of students
- Volunteer sign-up during early fall
- Exhibitor orientation (in-person): Tuesday, October 10, 10:00 a.m.
- Volunteer orientation (in-person): Thursday, October 26, 10:00 a.m.



Contacts

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Sara Wills, *Program Manager, Construction Quadrant*

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Quadrant Meeting Schedule

Advanced Manufacturing

Friday, March 10	10:00 – 11:00 AM
Friday, April 14	10:00 – 11:00 AM
Friday, May 12	10:00 – 11:00 AM
Friday, June 2	10:00 – 11:00 AM
Friday, September 8	10:00 – 11:00 AM

Health Sciences

Thursday, March 9	10:00 – 11:00 AM
Thursday, April 6	10:00 – 11:00 AM
Thursday, May 4	10:00 – 11:00 AM
Thursday, June 1	10:00 – 11:00 AM
Thursday, September 7	10:00 – 11:00 AM



Quadrant Meeting Schedule

Technology

Tuesday, March 7	10:00 – 11:00 AM
Tuesday, April 4	10:00 – 11:00 AM
Tuesday, May 2	10:00 – 11:00 AM
Tuesday, June 6	10:00 – 11:00 AM
Tuesday, September 12	10:00 – 11:00 AM

Construction

Monday, March 6	10:00 – 11:00 AM
Monday, April 10	10:00 – 11:00 AM
Monday, May 8	10:00 – 11:00 AM
Monday, June 12	10:00 – 11:00 AM
Monday, September 11	10:00 – 11:00 AM





QUESTIONS?

Commitment Form





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