

ATTENTION ALL WORKFORCE DEVELOPMENT STAFF AND MANAGEMENT



Larry Robbin, Executive Director of Robbin and Associates, has over forty-five years of national experience working with both workforce organizations and businesses. He is widely regarded as a national expert in the workforce development field. Larry has trained more than 100,000 people, presented at more than 500 conferences and worked with over 1000 workforce organizations and private sector businesses. He has designed more than 150 programs and projects that closed the gap between job seekers with multiple barriers to employment and jobs and careers in the private sector. Larry has done more training and consulting for Bay Area workforce programs, the National Association of Workforce Development Professionals and the California Workforce Association than any other presenter. He has been a keynote speaker for many events including conferences sponsored by Microsoft and Apple Computer. His work has received international recognition and he was one of the first Americans invited to visit China to discuss workforce development. Because of his extensive experience both in the private sector and the workforce development field he is in an ideal position to teach us how our work can be more relevant to today's business community.

Sponsored by



How The Recession Has Changed The Hiring Decision And What Has To Change In Your Work!

Presented by **Larry Robbin**

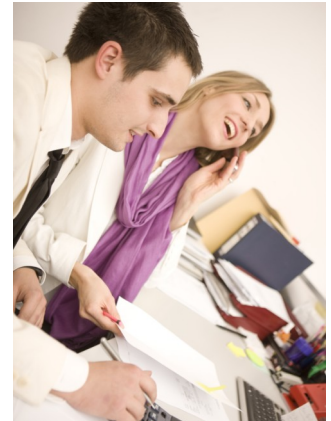
Executive Director Robbin and Associates

Tuesday, January 31, 2012 - 9:00AM to 12:00 Noon

Sign-in and coffee begin at 8:30AM

**The Elihu Harris State Building
1515 Clay Street
2nd Floor, Room I
Oakland, CA 94612**

Advance registration is required by January 25, 2012. At -the-door registration on a space available basis only!
For event questions, please contact Ed McMillan at (510) 768-4450 or edmcm@eastbayworks.com



WHY YOU SHOULD ATTEND!

- This state-of-the-hiring art workshop is **for everyone** regardless of their job title, program type or population that has any role in working with businesses or helping to train job seekers to give interviews.
- If you are currently working in the same way you did before the recession your work is seriously out of date with today's hiring practices. Your old approaches will make business customers dissatisfied with your services and keep job seekers from getting job offers.
- The recession has dramatically changed how employers make the hiring decision and most workforce development staff haven't changed their work to fit these new realities.
- For **business services representatives** and **job developers** this means asking new questions and making matches in a different way that reflect the new hiring practices.
- For **those working with job seekers** this means giving them a different set of interview techniques that will make them more competitive than other candidates because they will match the employer's new hidden hiring agenda.
- Transform your work into a state-of-the-art hiring model and watch your outcomes with businesses and job seekers improve.

**IF YOU WANT BETTER RESULTS FOR BOTH BUSINESSES AND JOB SEEKERS
DON'T MISS THIS WORKSHOP!**

EASTBAY Works One-Stop Career Center System is an equal opportunity employer and program operator. Auxiliary aids and services are available upon request to individuals with disabilities. For TDD services please call: 1-800-735-2922.