

Career Detours™ - NYC 2008 FAQs

THE GENESIS

How did the idea for this event come about -- what was the genesis?

We had been studying some of the leading firms and what they were doing on an individual basis to recruit on-rampers, and we thought it would be a good idea to open up the concept and make the event more collaborative in nature. Our philosophy and approach in business has always been prefaced with the theory of abundance. We can get a lot more done when we work together on important issues and initiatives. In addition, our sponsors were very much in favor of this model vs. a private recruiting event around the topic.

Banks and companies in general --often hold their own private events like these -- why are firms so eager to be involved in a more open event?

Our sponsors hold private events as well as public events, but pulling off a public event targeting on-rampers is part of the Dream Jobs Inc. DNA and they were excited to partner with us. We will be holding events like these for select vertical markets where the demand exists: financial services, healthcare, technology, and professional services are some of the key areas that are ready to take the bull by the horns on this topic and we're the perfect partner for them.

Where did the terms off-rampers and on-rampers come from? Why is this segment of so much interest to companies now?

For our purposes we have developed the following definitions:

Off-Rampers - Any individual who is seeking a modified work arrangement or employment re-engagement, and meets one of the following criteria:

- has "permanently" departed the organization in good standing for any reason other than pursuing another full-time job (i.e. personal pursuits such as education, elder-care, family-care, sabbatical, retirement, lay-off)
- is still employed with organization but is out on temporary personal leave, maternity leave, disability, or other

On-Rampers - Any individual who has left the full-time work force, and wants to re-enter as one of the following:

- traditional full-time employee
- seeking full-time, modified work schedule
- part-time employee
- for projects or contract-based assignments

Dr. Sylvia Ann Hewlett took the lead in coining these terms and is leading research and bringing light to the subject through her Harvard Business School Press publications, however, in our personal experience in starting Dream Jobs Inc. - the topic is of interest with companies for a variety of reasons: 78 million baby boomers will be retiring over the next 20 years and there aren't enough managers below them or graduating from college in that time frame to manage human capital issues in the same way Companies have for so long.

Corporations and large organizations like hospital networks, need to think differently about their hiring, succession and retention models and we're focused on this with many companies right now with events and a new technology infrastructure plus processes that will help them be prepared.

The topic is of such interest because the problem is real. We love Dr. Hewlett's emphasis on the fact that women's issues are only the tip of the iceberg... the needs of women over the past decades are only indicators of the changing landscape of the new workforce (baby boomers exiting and the demands of the millenials). -

THE CANDIDATES AND INVITEES

Who are you targeting with this event?

We are targeting professionals (both men and women) who have off-ramped for a life reason, i.e. family demands, continuing education, maternity/paternity, sabbatical, career pause/assessment, and would like a non-traditional port for re-entry.

How are you recruiting people to the event?

We are recruiting professionals through a variety of means. Our corporate sponsors will be big contributors to driving awareness, coupled with leading MBA programs promoting the event. We are reaching out through a major non-profit organization (Forte Foundation), as well as other internet marketing channels. Professionals usually have large networks so we are expecting a natural viral effect.

Can anyone sign-up and immediately know they will be granted entrance?

No. One of the differentiators we offer our clients at Dream Jobs Inc., is that we offer is our back-end screening process. Professionals can register but they will also need to be screened.. We carefully screen applicants for accuracy of information, credentials, and quite honestly... the ability to follow instructions. If necessary we phone applicants for further information and verification. Unlike many internet job recruitment and connection businesses, we have people behind the product responsible for quality control.

Can you specify the type of candidates you are trying to attract or that these organizations are looking to attract?

Our clients come to us because the higher level and more experienced positions are more expensive to recruit for and eventually to hire, plus they aren't always found in the obvious places - like on-rampers. So... to serve our sponsors (and additional customers) with the most value we want the cream of the crop, and we will strive to filter for those candidates. We want to attract professionals who have a proven track record in financial services and who want to come back and re-enter the workplace. There are some positions that will allow for flexibility, but there are many that will not.

For candidates are you being particular about schools or education (degrees)?

There are many jobs types to be filled in the financial services industry and each of these jobs have different skill requirements. Within those skills sets we will always be looking for the cream of the crop. But what we've found is that an undergraduate degree or MBA alone from a prestigious university is not the sole indicator of a potentially great hire. It's one of many attributes to be considered. At the end of the day... what are the accomplishments and skills of this person, what is some insight into their character, and are they primed to do a great job?

If I'm a recruiter from an external firm can I attend?

Yes - we welcome you, although space is limited. That's the point... to learn, network, and connect with pre-qualified on-rampers.

EXPECTATIONS FOR THIS EVENT:

What will the size of this event be? How many people candidates vs. hiring managers?

To make the event more intimate and productive, we want to limit attendance to 120. Our desired ratio is 100 professionals to 20 recruiters/hiring managers.

Will candidates expect to walk away with jobs in hand? What is the expectation from the networking?

Our event is all about making the right connections for success. Candidates will have the chance to begin a dialog with the top hiring managers on Wall Street and they will be in charge of carrying the ball forward once they are able to make the introduction occur at our event. For our sponsors, Dream Jobs professional screeners will be setting up a hand full of on-site interviews while the on-ramping professionals and sponsor-company recruiters are on-site. Otherwise, our facilitated exercise will allow for networking, we are offering a panel of professionals who have successfully on-ramped with a Q&A session, and as with any professional-attended event, the onus is on the individuals to put themselves out there and proactively shake some hands.

SPONSORS:

Why participate in a recruiting event when downsizing is underway across most financial services companies?

Despite "restructuring" or lay-offs, companies have to keep staffing strategies mapped to the needs and demands of the marketplace, and that means making sure they have their fingers on the pulse of the best talent available to them in various positions across the firm. Firms must consistently engage in ways to connect with talent in the market place to keep aware of people who are becoming available, have changed paths and are looking for creative ways to re-enter the workforce and bring their talents to the best-fit employer. The corporate sponsorships of the Dream Jobs Inc. Career Detours™ event puts hiring organizations in direct contact with a screened pool of top talent that is energized about the financial services industry and is excited to put their talents back to work. These are conversations the firms actively seek out during good and bad times to stay competitive, and connected with the best possible talent in the business!

What is the role of a sponsor and what do they get from paying to be involved?

We have three levels of sponsorships and to learn more about these please send us an email at companies@dreamjobsinc.com and we will be happy to address them with anyone interested in being involved.

Are you interested in having more sponsors? If so, what kind?

We are limiting the number of potential sponsors, and we have room for a few more. We prefer additional financial services organizations who would like to tap this talent pool. We realize this is a time of a lot of uncertainty in this market, making it prime to explore other recruiting avenues (pardon the pun).

Will there be more events like this in financial services held by Dream Jobs -- is this your area of expertise -- banking?

We plan to have additional events in financial services and other vertical markets.

Financial services, technology, healthcare and professional services are the first targets for Dream Jobs Inc. These markets tend to have large populations of professionals combined with high acquisition costs, and where retention is a key issue for the employers.

DREAM JOBS INC:

What does your company do?

Dream Jobs Inc. strategically partners with corporate Human Resources and Diversity executives to deliver eDETOURS™: the next generation platform for employee retention and acquisition.

We've taken corporate best practices from some of the leading firms who have tackled this issue of "brain drain" proactively. The services are evolving to help companies solve their retention and acquisition issues for employees. We're really excited about the potential here.

Why is Dream Jobs holding this event -- are you now entering the event management services area or human capital placement arena?

No - we are not an event company and we are not a staffing agency. We sell services, and subscriptions to our web-based proprietary software.

When you sell technology (or access to technology), oftentimes it is best to couple the product with services - to enable the purchasing. Our focus is to sell services and software to the employer, and we will be partnering with organizations whose focus is the off-ramping or on-ramping professional.

What is the benefit to Dream Jobs Inc.?

For this event our goal is to provide our corporate clients with talented on-ramping professionals, and in order to do that we have to start filling the database with talent. Our launch in NYC will bring awareness to our company while harvesting corporate prospects for eDETOURS.com.

SIGNING-UP

How do you sign up to attend as an individual -- on-ramp? Or as a recruiter?

Visit: <http://Dream-Jobs-Inc.ennectevent.com/CareerDetoursNYC2008>

Who can I call to learn more? Contact our offices at 512-329-2099 x3099