



# TECH2TALENT CAREER FESTIVAL

Showcasing tech jobs to  
youth, young adults &  
adults transitioning careers  
Exhibits-Speakers-Music-Food-Fun

Saturday, April 9th  
12:30 - 5:30 PM  
Mel Ott Center  
2301 Belle Chasse HWY  
Gretna, LA

## Join Us!

On behalf of LifeSkills Foundation and i.Invest Competitions, we cordially invite you to participate in the Tech2Talent Career Festival to be held on Saturday, April 9<sup>th</sup> at the Mel Ott Center in Gretna, Louisiana. Please review this document in its' entirety to learn how you and your organization can help prepare New Orleanians for the rapidly changing job market. If you are interested in participating, be sure to complete the Speaker/Sponsor Registration Form and return it to Michelle Jackson, Executive Director of LifeSkills & i.Invest Competitions at [mjackson@i-investcompetition.com](mailto:mjackson@i-investcompetition.com).

### EVENT DESCRIPTION

**Tech2Talent is a fun and interactive play-n-learn expo and speakers forum designed to encourage youth, young adults and adults transitioning careers to explore tech career pathways for 21<sup>ST</sup> century jobs in areas like information technology, computer science, engineering, healthcare, manufacturing, cybersecurity, applied science, and digital media.**

The goal of the event is to inspire New Orleanians to:

- Learn about educational pathways, certifications, and experiential learning opportunities that can lead to successful careers in hard and soft-skill positions in various industries;
- Learn how technology skills readily used in the home, school, and workplace can translate to long-term careers and entrepreneurial opportunities;
- Prepare for personal and professional challenges by learning from experienced speakers during the **Inspiring Our Youth Speakers Forum**.

The 2022 theme is, **Tech Leadership Rise**. The event will appeal to youth and young adults who are video game, smartphone, and social media savvy, as well as students, parents, and teachers with an interest in STEM (Science, Technology, Engineering, and Mathematics) and STEAM (Science, Technology, Engineering, Arts, and Mathematics), and adults with long-term career goals in fields that require an understanding of technology.

### THE ROAD TO SUCCESS STARTS WITH AN INQUISITIVE MIND

Studies have found that an early exposure to STEM can have a drastic effect on a child's interests and eventual future career choices. According to PwC and the Business-Higher Education Forum, by 2020, 77% of all jobs will require some degree of technological skills. This study also shows that in the future, there will be one million more computing jobs than applicants who can fill them. But although tech skills are important, many schools do not teach the courses needed to prepare youth for these jobs and many students do not have access to technology in the classroom or at home to learn the basic skills needed to be competitive in the job market.

According to a study conducted by The Data Center, without broadband, computer access, and encompassing technology training services, workers and students are at a disadvantage in the job market and education system. Based on 2019 data, only 60 percent of households in Orleans Parish and only 66 percent of households in Jefferson Parish are connected to the internet through a home-based internet service, such as broadband (cable, DSL, or fiber), satellite, or dial-up service, compared to 73 percent nationwide. Access to the internet is directly impacted by household discretionary income. Families that fall below the poverty line are less likely to have access to the internet which places youth and young adults within those homes at a disadvantage for preparing for jobs in a highly technical world. These issues are the basis for why we decided to host this event and expose the current and future workforce in and around the city to technology and experiential learning opportunities.

## EVENT ACTIVITIES

Tech2Talent will use a multi-faceted approach to educate youth about technology and inspire them to pursue their personal and professional goals.

### Activities:

- **Interactive Exhibit Showcase** – Guests will learn about new technology at the interactive exhibit showcase comprised of scientific and digital hardware demonstrations. During the showcase, students can meet industry leaders and network with their peers.
- **Interactive Play Showcase** – Tech savvy and non-technical guests can participate in video game competitions, virtual reality booths, and more!
- **Tech Career/Internship Exhibit** – Learn about existing and future jobs and internships in New Orleans and meet experienced technologists.
- **Pathways to Success Message Boards** - Throughout the event, guests will learn about career choices that require technical skills on our Pathways to Success Message Boards which are designed to educate guests on how to navigate a career that requires tech. For example, a person interested in playing video games will learn about the college courses and certifications they will need to transform their gaming hobby into a career as a video game tester, or someone who enjoys social media will learn how to pursue a career or start a business in digital marketing.
- **Inspiring Our Youth (IOY) Speakers Forum** – Hear inspiring stories of triumphs and struggles from sports, business, and academic leaders focused on equipping youth and young adults with the tools they need to handle personal and professional challenges whether they are in the home, classroom, or workplace. This forum is open to everyone regardless of their interest in tech.
- **Music & Prizes** – The day will include a live DJ, food, and prizes.

## COST TO ATTEND

The event is FREE to attend for guests. All attendees are required to register on-line at <https://www.eventbrite.com/e/tech2talent-career-festival-tickets-250074699157>.

To exhibit, the cost is \$250. To reserve a booth, register as a guest using the link above then go to Add-on to pay the exhibit booth fee.

Sponsorship opportunities are available.

## HOST INFORMATION

The event is hosted by PR Solutions d.b.a. i.Invest Competitions, a New Orleans-based strategic marketing and corporate event planning firm and LifeSkills Foundation, a 501 (c) (3) nonprofit organization dedicated to advocating for youth and youth entrepreneurship. LifeSkills is a principal sponsor for the i.Invest National Youth Business Competition, a web-based competition and mentoring program for youth 13-19 years-old. Through LifeSkills and i.Invest, youth are offered training in financial literacy, leadership, and business development.

Tech-2-Talent proceeds will be donated to LifeSkills Foundation. For more information, contact Michelle Jackson at 504-509-7094 (office), 678-548-2461 (cell) or email [mjackson@i-investcompetition.com](mailto:mjackson@i-investcompetition.com).

To learn more about sponsorship opportunities, review the included sponsorship information.