



المؤتمر العربي للتطوير المهني
Arab Career Development Conference
2023

Arab Career Development Conference

ACDC 2023



Concept Note for

The First Arab Career Development Conference



Aswan - Egypt



February 27 - March 1, 2023

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Event Location & Date



Ancient Egyptians credited their very existence to the life-giving waters of the Nile. Since Aswan—or, as it was formerly known, Swenett—is the southernmost city (that is, closest to the source of the Nile) and thought to be the geographic point where all of Egypt began, as well as where many of the ancient civilization's towering monuments originated, it will also be the location for the conference. Like the early city's stone quarries provided syenite and other raw materials used to build enormous shrines, statues, obelisks, and pyramids throughout the region, our conference will provide the raw materials to continue the growth of career development in the MENA region. And create a new history of Career Development for Arabs

Mark your calendar for February 27 - March 1, 2023

WHAT IS THIS ALL ABOUT?

Career development has been a key factor in the career decision making process for many people in the developed countries for decades. In the MENA region & Africa, however, it became more and more clearer that we need to implement this process in our lives.

Governments have also looked at the huge potential benefits from Career Development. Saudi Arabia has a mandate as a part of Vision 2030. Egypt has been leading & making progress in the field running programs since 2007. Qatar sponsors local career development programs to nurture its youth. These are but few examples of how governments are now taking Career Development seriously.

The Arab Career Development Conference is taking Career development to the next level, by officially bringing together the pioneers in the field and tackling various topics related to the science, implementation, and practices of Career development and how it can make the recovery after Covid19 smoother and faster at both the local community and national levels.

WHAT IS IN IT?



The first of its kind in the Middle East, Arab world, & Africa; 'The Annual Arab Career Development Conference 2023' is coming LIVE in-person. Moreover, we will have some of the conference activities online.

It is time to start a new era for Middle East, Arab World, & Africa, manifesting such science in its best form and placing people on their best possible paths.

Career Exhibits, advisors & professionals and Employers will be present to liaise and impact conference participants. Self-discovery and being able to learn about industries and Career Paths is only the beginning. This first-ever event is also designed to help match job seekers with potential employers through networking & conversation.

Various objectives on the conference list include General sessions, educational workshops, and leadership development training.

WHAT TO EXPECT?

- Gain knowledge from live sessions
- Meet like-minded delegates and build connections through networking activities
- Be informed and inspired by diverse, world class keynote speakers and presenters
- Engage with organizations that offer programs, products and services to enhance career development work



"Integration is always the key"

The Annual Arab Career Development Conference is shaped to bring a variety of people, entities, and sectors together for a complete process of how people can explore, develop, & function to achieve the best performance & productivity.

Organizer

> GROWAT "ORGANIZER" GROWAT

is a spin-off company of (Goodat), it specializes in capability building for youth, employees, and employers. Growat helps individuals and groups through career development, leadership, and upskilling programs. Growat's flagship programs in career development are in association with:

- ◇ National Career Development Association (NCDA)
- ◇ Consulting Resource Group International Inc. (CRG)
- ◇ Center for Credentialing & Education (CCE)
- ◇ Career Development Network (CDN)

Growat has a vast network of experts in human and professional development and has experience working in the following countries:

- | | |
|----------------------------|----------------|
| ◇ Saudi Arabia. | ◇ Philippines. |
| ◇ Arab Republic of Egypt | ◇ Canada |
| ◇ United States of America | ◇ Qatar |
| ◇ Kuwait | ◇ Turkey |
| ◇ Malaysia | ◇ Nigeria |
| ◇ Taiwan | |



Partners & Sponsors *

The list is as of August 14th 2022. will be updated with new sponsors and partners *

> National Career Development Association (NCDA) "Co-Sponsor"



National Career Development Association (NCDA) was founded in 1913. In 1985 NVGA was renamed and became the National Career Development Association (NCDA). Thus NCDA is the first, longest running and preeminent career development association in the world.

NCDA is the recognized leader in developing standards for the career development profession, for the provision of career counseling programs and services, and for the evaluation of career information materials. NCDA works with licensing and credentialing bodies to support the preparation and recognition of career counselors and career development practitioners. NCDA also sets ethical standards for the career development profession including guidelines for the provision of career services on the Internet.

NCDA provides programs and services for career development professionals and for the public involved with or interested in career development, including, but not limited to, professional development activities, publications, research, general information, professional standards, advocacy, and recognition for achievement and service. NCDA provides a voice for thousands of members who deliver career services to diverse groups in a broad variety of settings and to their clients.

> AM Foundation for Career Development "Egyptian Partner"



Touching base after another has been the track record of AM Foundation along the years. For more than a decade, AM foundation has adapted to be the sole responsible entity for Career guidance, facilitation, & development in the Arab world creating sustainable success stories.

Pillars created, strong infrastructure built, & numerous individuals received the positive impact meant to be sculpturing their lives either on personal or profession levels via AM Foundation.

AM Foundation main contributor & founder has participated on the global & international level in shaping the Career Development field for us to receive & cascade down the message for coming generations.

AM Foundation partnered with NGOs, national & multinational organizations, as well as governmental sector entities aiming to explore and define human skills and formulate them into productivity & leveraged lives on all levels.

The foundation vision is that all human lives are equally entitled for development, indeed AM Foundation is the first and only who customized and facilitated Career Development for People of Determination.

And its mission is to sustain its main objective "Explore, Develop, & Nourish Human"

> Om Habibeh Foundation "Egyptian Partner"



Om Habibeh Sultan Mohammed Shah Aga Khan Foundation is an Egyptian NGO, not for profit organization, established in 1991 at the Ministry of Social Solidarity number 201. It is an affiliate of the Aga Khan Development Network. OHF supports the economic, social, and cultural development for local communities in Aswan Governorate. It aims to develop the local capacities in different fields to support youth employment initiatives, education, sustainable agriculture, health care and income creation.

Partners & Sponsors *

The list is as of August 14th 2022. will be updated with new sponsors and partners *

➤ Asia Pacific Career Development Association "Co-Sponsor"



Advances the shift in career counselling, coaching and education to narrative methods, storytelling approaches, life design principles, and evidence-based methods. The Who You Are Matters! board game is used by education, businesses, and community groups to spark meaningful conversations and commitments to explore possibilities. As a result of storytelling, game participants create a Career Statement and can access online Storyteller tools to move from Clarification to Intentional Exploration.

➤ Career Development Network "Major Sponsors" **NETWORK**

Established in 1979 by career development expert, Richard Knowdell, the Network is an international non-profit association of career practitioners who work with youth and adults in job or career transition. Network members work in higher education, business organizations, government agencies, social service agencies, outplacement consulting firms and private career counselling and coaching firms. Network members live in North America, South America, Europe, Africa, Asia and Australia.

The Network publishes a bi-monthly newsletter that is sent to all members electronically. The Newsletter contains information for career practitioners about professional development conferences, skill building workshops, and columns by career development experts on state-of-the-art career development techniques and ideas.

➤ You Science "Major Sponsors"



You Science was created to help answer some of life's biggest questions: "Why am I learning this?" and "What do I want to be when I grow up?"

From the initial conception as an innovative aptitude and career discovery tool to our 2020 merger with Precision Exams to incorporate industry-recognized certifications, we've revolutionized the way students, educators, and employers view talent and possibility.

We instill hope, purpose, and direction by connecting natural talent, skills, and knowledge with in-demand education pathways and careers. Join us to help find the makers, doers, artists, and thinkers who will help solve the problems of tomorrow.

➤ One Life Tools "Major Sponsors"



Advances the shift in career counselling, coaching and education to narrative methods, storytelling approaches, life design principles, and evidence-based methods. The Who You Are Matters! board game is used by education, businesses, and community groups to spark meaningful conversations and commitments to explore possibilities. As a result of storytelling, game participants create a Career Statement and can access online Storyteller tools to move from Clarification to Intentional Exploration.

Conference Activities

3-day conference will include the following "Tentative plan"

➤ **First day** **introduction & opening session**

- ◆ Success stories:
 - NPOs
 - Private Sector
 - Government
 - International "NCDA GCC"
- ◆ Keynote Speeches
- ◆ Exhibition Opening
- ◆ Round Table Meetings & Presentation

Keynote By: Dr. Rich Feller

Rich Feller Ph.D. LPC, JCTC, Professor, Counseling and Career Development and one of Colorado State University's 12 University Distinguished Teaching Scholars Emeritus has served as President of the National Career Development Association. His consulting includes work with NASA, Hewlett Packard, United Nations, National Football Association, American Association of Retired People, Jackson Financial, National Science Foundation, Modern Elder Academy and others within all fifty states and on six continents. His publications include three books, 6 film series, and over 125 articles and book chapters. He's called a "world class professor" in What Color is Your Parachute (the world's most popular career book).



A former school, vocational, and admissions counselor, and coordinator of graduate programs in Counseling and Career Development, and the Student Affairs in Higher Education program he taught within the Organizational Performance and Change graduate program. Co-founder of the Who You Are Matters! board game,

virtual experience, OnlineStoryteller and Wayfinder, he serves as Advisor to Youscience, Executive Director of the careernetwork (founded by Dick Knowdell) and lead trainer for the Job and Career Development Coach program. He is Pearson's Career Decision Making System co-author, created www.stemcareer.com and career consultant to Semester at Sea with international consultations with Sudan, Thailand, China, Korea, Japan, Australia, Singapore, India, Saudi Arabia, Canada and Europe.

Rich has delivered keynotes, trainings, and consultations to organizations in all 50 states and on 6 continents,



Conference Activities

3-day conference will include the following "Tentative plan"

➤ **Second- & Third-Day training, Workshops, session & Bootcamp**

- ◆ Career Development & the HR "Session"
- ◆ Students Counselling in Education "Session"
- ◆ Career Guidance in Universities "Session"
- ◆ Motivational Skills "Session"
- ◆ Career Development in Entrepreneurship "Session"
- ◆ Leading Talents with Career Development "Session"
- ◆ How to become a career facilitator "Session"
- ◆ Career Development in Vocational Education "Session"
- ◆ NCDA Credentials "Session"
- ◆ Women Empowerment "Session"
- ◆ Scholarship Programs "Session"
- ◆ Who you are Matters "Workshop" Led by Dr. Rich Feller
- ◆ Self-Exploration Journey "1 Day Boot Camp" Led by Ahmed Mostafa & Muath Bin Hussain
- ◆ Leadership Program 1 year program
- ◆ Career Coaching program JCTC/JCDC "3 days training after the conference" Led by Dr. Rich Feller

Exhibition Area

For local, regional, & international companies/organization/service providers
Booths standard dimensions 3mX3m includes table and 2 chairs with the company Name & Logo

Round Tables

For company/organization representative and/or practitioners who wanted to have round talk with a small group "max 5 attendees" each round 45 minutes and can repeated for 3 times only

Workshops

starting from 2nd day there will be workshops

Bootcamp

During the conference, there will be 1 full working day bootcamp
"Self Exploration Journey", It will be held on the 2nd day and will be repeated on the 3rd day to accommodate as many participants as possible.

Ticket and Hotel Booking

Ticket price

Regular \$300

Hotel Booking

Special price for conference participants <http://www.tolipaswan.com/>

The rooms booking will be available from September 15th to November 25th only.

- ◆ The clients should pay the full amount during the above period.
- ◆ One-night cancellation fees will be applied if cancellation or modification is made within 7 days from the arrival date.
- ◆ 100 % cancellation fees will be applied if the cancellation or modification is made within 48 hours prior to arrival date.
- ◆ In case of the no - show, 100 % from the total amount will be deducted
- ◆ For the online reservation, the client should send the reservation for the below both emails :
dos@tolipaswan.com - reservation@tolipaswan.com
- ◆ The required reservation data should be as following:
- ◆ The client's full name, the check in date, check out date and the credit card detail.
- ◆ To get the conference special rate the hotel code is very important, write it in the e-mail subject(Tolip - OHF)

Sponsorship Package

Platinum Sponsor

USD 15,000

Open for 3 sponsors only

Platinum Sponsor Benefits includes:

- ◆ Sponsor large-sized logo printed in all Event material (posters, flyers, banners, Conference magazine and giveaways), and all advertisements
- ◆ Accessibility to conduct one hour company presentation at one of event hall,
- ◆ Displaying three big roll-ups at the Exhibition entrance, conference entrance and workshop room,
- ◆ Special thanks and sponsor logo added to the Conference magazine and website
- ◆ 2 full coloured pages advertisement in the Conference magazine (Designs must be provided by the sponsor no later than 1st January 2023)
- ◆ The right to receive up to 10 invitations for corporate representatives participating in the conference,
- ◆ Exclusive right to distribute any promotional material/ giveaway along with the Conference Materials
- ◆ Partition (6m X 3m; including 5 chairs and 2 tables and electricity),
- ◆ Free 5 seats for the 1-day Self-exploration bootcamp "not for career practitioners"
- ◆ Online interview

Gold Sponsor

USD 8,000

Open for 4 sponsors only

Gold Sponsor Benefits includes:

- ◆ Sponsor logo printed in all Event material (posters, flyers, banners, Conference magazine and giveaways), and all advertisements
- ◆ Accessibility to conduct one 30 minutes company presentation at one of event hall,
- ◆ Displaying 2 roll-ups at the Exhibition entrance, conference entrance
- ◆ 1 full coloured page advertisement in the Conference magazine
- ◆ The right to receive up to 5 invitations for corporate representatives participating in the conference,
- ◆ Partition (3m X 3m; including 2 chairs and 1 table and electricity),
- ◆ (Designs must be provided by the sponsor no later than 1st January 2023)
- ◆ Free 3 seats for the 1-day Self-exploration bootcamp "not for career practitioners"

Sponsorship Package

Silver Sponsor

USD 5,000

Open for 5 sponsors only

Silver Sponsor Benefits includes:

- ◆ Sponsor logo printed in all Event material (posters, flyers, banners, Conference magazine), and all advertisements
- ◆ Accessibility to 2 round tables meetings
- ◆ Displaying 1 roll-up at the Exhibition entrance,
- ◆ Half coloured page advertisement in the Conference magazine
- ◆ The right to receive up to 3 invitations for corporate representatives participating in the conference,
- ◆ Partition (3m X 3m; including 2 chairs and 1 table and electricity),

Exhibitors

USD 2,000

Participant Benefits includes

- ◆ Partition (3m X 3m; including 2 chairs, 1 table, and electricity),
- ◆ The right to receive up to 2 invitations for corporate representatives
- ◆ Logo, Company brief in the Conference magazine (under exhibition section)