

Tuesday, September 30 | 1:30 – 4:30 pm

ICC Career Planning Workshop



ICC in partnership with Sequence Staffing is offering a three hour in-depth Career Planning Workshop specifically customized to our ICC Members.

If you're an experienced ICC Member considering a job change or progressing up within the industry, you'll need more than an updated resume. You'll need to think about, learn and understand the new methods of marketing yourself in an employment landscape that's shifted radically over the past few years. You will also need to understand what it means to brand yourself and constantly reinvent your professional career.

The employment landscape has changed, and more than ever ICC professionals need to evolve with it. Social aspects, a changing workforce demographic and vastly new employment processes / technology are driving new ways in the way we seek and hold jobs.

Learn about new channels, evolving trends and what it means to create a brand for yourself. Get the tools to showcase the advantages you bring, align your job hunt with today's marketplace and make a successful career move. Discover how to enhance the excellent advantages you as an experienced ICC Member bring to a new job and how to appropriately call attention to your skills. In this workshop you will also have the opportunity to align your job hunt with evolving trends, approaches and demands in the workplace.

The session will include practical hands-on exercises, tips and handout materials for building your career network, producing customized personal brand marketing materials, defining and building you brand, as well as interview preparation and advice for securing your next career opportunity.

This is a special opportunity to receive in-depth advice from the employment and branding experts at Sequence Staffing, the premier executive search and recruitment firm committed to providing recruiting and career planning solutions to the building, planning, environmental, engineering, and construction industries throughout the United States and around the world.

Frank De Safey and Craig Travis of Sequence will offer their professional knowledge, experience and expertise with special consideration of today's era of electronics, online applications and the ins and outs of navigating the ever-changing employment industry landscape. They will also focus specifically on personal branding and development.

Session availability is on a first-come, first-served basis at the conference in Fort Lauderdale. Remember to bring copies of your resume and cover letter for discussion or possible consideration.

Following is more information on Frank De Safey and Craig Travis from Sequence Staffing.

Frank DeSafey

President / Founding Principal

PROFESSIONAL PROFILE

One of the most well-known and recognized executive search consultants in the niche building, housing and construction, environmental, and engineering industries in the United States and internationally, Frank DeSafey is the founding principal of Sequence Staffing. With more than 19 years of experience in these fields, he is especially known and highly respected for the success of the firm and has personally undertaken hundreds of high profile building, planning, engineering and construction related search assignments over the years.

In fact, he has earned accolades for his ability to find and fill the most challenging positions with exceptional candidates that have not only made immediate contributions to their new employer, but have helped redefine organization's corporate cultures that has achieved greater productivity and efficiencies. Frank has also been a pioneer in the development and use of new electronic medium recruiting strategies and efforts.

A well noted speaker and networker, he is known throughout the industry as a strong proponent of continual career planning and professional re-investment. He is considered one of the key industry thinkers adding to concepts of branding and networking with consideration of the ever evolving and new technologically driven employment landscape.

Sequence is the premier executive search and recruitment firm committed to providing employment solutions for the core enterprises responsible for planning, building and maintaining our nation's communities, infrastructure, natural resources, and environment.

The organization has a long seated building and planning technical knowledgebase to address the industry's growing demand to assist organizations in finding skilled and qualified personnel to achieve success.

Craig Travis

Vice President - Recruiting, Personal Branding & Candidate Marketing

PROFESSIONAL PROFILE

“Everyone has a story so tell yours compellingly,” advises Craig Travis, leading personal branding and candidate marketing expert, especially known for his highly effective, commanding communication style that has been referred to “as bold as it is innovative.”

Noted for his keen insight, creative approach and in-depth understanding of the emerging job market, he is particularly proficient defining candidates’ brands and successfully marketing clients to win the finest positions throughout the U.S. and abroad. He has redefined the way candidates are perceived and marketed, and is widely respected for helping candidates establish, build, market, and polish their brand to clearly stand apart from others.

An accomplished writer, career planner and public speaker, Craig is the foremost creator for Sequence producing exceptionally powerful candidate marketing materials, including customized resumes, cover letters, biographical and professional profiles, project lists and portfolios, social media and web content, and other vital personal brand marketing materials for career-minded individuals in a wide array of occupations and industries.

He is deservedly acknowledged for providing an exceptional level of service and expertise at Sequence in the recruitment, branding and marketing of candidates for the core enterprises responsible for planning, building and maintaining our nation’s communities, infrastructure, natural resources, and environment.

Craig previously held leadership positions with the U.S. House of Representatives, California State Assembly, Hawaii State House of Representatives, Republican National Committee, Republican Party of Hawaii, and the California Department of Insurance. He is also an avid LAA Angels baseball fan.

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