



## **BBA to host career fair for recent and upcoming grads**

### **IMMEDIATE RELEASE**

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**BIRMINGHAM**, Ala. – August 2, 2016 – The Birmingham Business Alliance will host a day-long career fair and professional development conference, College-2-Career Intensive (C2Ci), on August 4 at the Sheraton Birmingham Hotel Ballroom beginning at 9 a.m., featuring over a dozen participating companies.

C2Ci, sponsored by Mercedes-Benz U.S. International, will connect students and graduates in the Birmingham area to job opportunities and equip them with professional development training to land their desired job. Human resources practitioners will share job search strategies and student entrepreneurs will discuss how they turned their passion into a career.

“(Last year’s) C2Ci provided a unique opportunity to learn about the types of companies that are looking to hire new talent in the Birmingham area,” said Hali Chambers, PhD in Business Psychology, The Chicago School of Professional Psychology, and a past participant. “The intimate setting for this event allowed for some very honest and open discussions about what it takes to succeed in my job search.”

Attendees will interview with prospective employers and get hands-on job and interview preparation tips, as well as soft-skills training from area human resources managers. Two-year and four-year recent college graduates and current college students interested in making connections with Birmingham employers are encouraged to attend.

“The Birmingham region is the economic center of the state, comprising more than one-third of the state’s GDP,” said Waymond Jackson, vice president of workforce development and education at the Birmingham Business Alliance. “For recent graduates of two-year and four-year institutions, Birmingham is a logical landing place to launch a career. Workforce initiatives like C2Ci provide early-career job seekers with the much needed opportunity to gain professional development experience, learn about the Birmingham economy and connect with companies looking to hire.”

Through at least four interactive workshops and a Talent Acquisition Pitch Fair, participants will have the opportunity to learn how to launch a successful career in sales, navigate the Birmingham job market and solve problems with innovation and technology.

Companies participating in the career fair in search of new talent include BBVA Compass; Protective Life Corp.; Southern Co.; America's First Credit Union; Aflac; Command Alkon; Robert Half; Snelling Staffing Services; Lyons HR Inc.; Jefferson County Commission; Alabama Media Group; Home Depot; Honda Manufacturing of Alabama LLC; Mercedes-Benz U.S. International Inc.; Brose Inc.; Waffle House; and ITT Technical Institute.

"We are very excited to be a part of this event and look forward to the contributions and perspectives that this group of new professionals can add to the Birmingham Area workforce," said Alan Stabler, an executive vice president at America's First Credit Union.

The organizations holding informational sessions at the Talent Acquisition Pitch Fair include Innovation Depot and UAB's iLab; REV Birmingham; Warren Averett LLC; Jefferson County Personnel Board and Melva Tate, Human Capital Strategist and Career Coach with Tate & Associates.

[Details and registration for both graduates and companies can be found here.](#)

C2Ci is part of the Birmingham Business Alliance's workforce development effort to help attract and retain talent in the Birmingham region, a top priority for many companies. The BBA's workforce development program also includes:

- [OnBoard Birmingham](#), a program that helps regional employers recruit and retain young professionals in their companies and in Birmingham. Local companies can enroll first-year and early-career professionals in the program.
- [The BBA's Talent Recruitment Project \(TRP\)](#), which hosts several industry-specific events throughout the year to recruit top graduating students from colleges across Alabama to Birmingham. TRP events coincide with existing Birmingham events such as The Magic City Classic, and address hiring needs in top Birmingham job sectors, such as finance and insurance and engineering and technology.

The Birmingham Business Alliance is the lead economic development organization for the Birmingham region. For more information about the BBA visit its website at [www.birminghambusinessalliance.com](http://www.birminghambusinessalliance.com).