



# The Career Combine

Produced by MITX & Greenhorn Connect



*An Event to Connect Great Talent with Innovative Companies*

*Presenting Sponsor:*



*Technology Sponsor:*



Finding a job in today's economic times is like competing for a spot in the NFL draft. You go through a series of drills, tests and interviews of your intellectual, physical and mental capabilities. The competition is fierce, the ability to stand out is imperative, and your performance is the driver of your success.

### ***Introducing The Career Combine.***

Produced by Greenhorn Connect and MITX, the Career Combine is a collaborative effort created to connect job seekers with open positions in the Internet marketing, technology and entrepreneur community. The Combine will also educate students, recent grads and entry-level talent on the innovative companies in New England and on the skills needed to find their next job.

### **Who It's For:**

- For students, recent grads and entry-level job seekers who are looking for a job in the Internet business, marketing and technology industries, from early-stage start-ups to established companies
- For job hunters who need to understand the types of companies and positions available in the Internet industry in New England.
- For job seekers who want to hone their techniques, game plans and strategies in order to be competitive in a crowded applicant market.
- For companies and entrepreneurs who need to scout the best talent on the field.

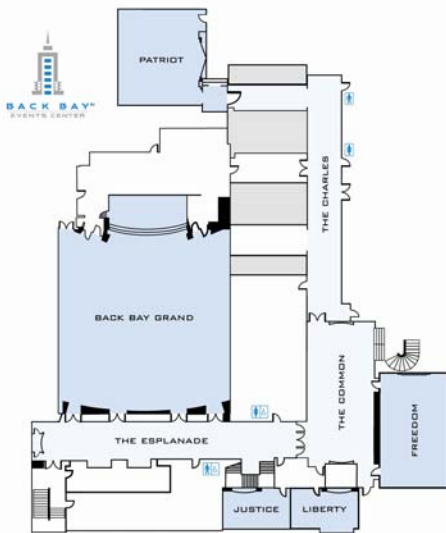
### **What It's All About:**

The Combine is about supporting an ecosystem of individuals and companies that represent some of the most dynamic industries in New England. It's about cultivating the next generation of leaders in our college graduates and to connect them with local opportunities. It's about providing these job seekers with the tools to stay competitive to find their next job. It's about showcasing the companies that are paving the way for what's next in innovation and connecting them with the leaders and thinkers of tomorrow.

At this event, local companies and entrepreneurs will showcase their capabilities and connect with job seekers who can fulfill current or future opportunities in marketing, media, sales, web design and development, creative, SEO, information architecture, and the many entrepreneurial roles needed at growing startups.

Job seekers will interact with the region's leading organizations by applying for open jobs, understanding the ecosystem of companies here, and attending panel discussion designed specifically to educate college graduate/entry level talent on the job opportunities in the Internet and entrepreneur industries. They will also have the chance to hone the skills needed to find a job through resume reviews and educational sessions on personal branding.

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## EVENT DETAILS

**Date:** Tuesday, April 13<sup>th</sup>, 2010/ Time: 12:30pm – 4:30pm

**Location:** Back Bay Events Center, 180 Berkeley Street, Boston

**Projected Attendance:** 500-600 students, recent grads and job seekers

### **Schedule of Events**

12:00pm – 5:00pm Registration Open (The Esplanade)

12:00pm – 5:00pm Showcases Open (Back Bay Grand)

12:00pm – 5:00pm Resume Reviews (The Common)

1:00pm – 2:00pm Personal Branding (Patriot)

2:00pm – 3:00pm *Concurrent Sessions* - MITX Panel

Discussion "Positions in the Digital Industry" (Freedom) and Greenhorn Connect Panel Discussion w/ Cort Johnson, DART Boston (Patriot)

3:00pm – 5:00pm Office Hours (The Charles)

### **About MITX**

Established in 1996, The Massachusetts Innovation & Technology Exchange (MITX) is the region's premier professional organization for the Internet business & marketing industry. Reaching more than 7,500 professionals in New England, MITX is the community for thought leadership, building business relationships and professional training and development. Members of the MITX community take advantage of events, sponsorships, speaking opportunities and networking to make business connections and exchange ideas. With more than 70 events annually, MITX provides its members with the opportunity to promote their companies to targeted audiences and provides a valuable forum for networking to source potential business leads, partnerships, ideas, funding and other likeminded peers in the industry. MITX is headquartered in Cambridge, MA. For more information please go to [mitx.org](http://mitx.org).

*Why the Combine is Important to Us:* One of MITX's key initiatives is to connect and educate local universities, students and companies on the opportunities that exist in the Internet business and marketing industry. The results of MITX's annual hiring survey showed that their member constituency – which is comprised of 250 Internet business and marketing companies – is hiring. In fact, respondents to [this annual hiring survey](#) plan to hire an average of six entry-level positions each in 2010.

### **About Greenhorn Connect**

Greenhorn Connect helps build connections within the Boston entrepreneur ecosystem especially for new and young entrepreneurs. The [GreenhornConnect.com](http://GreenhornConnect.com) web portal connects Boston startups and enthusiasts with the many resources and events in the region as well as educational and informational content. The Greenhorn team is passionate about the Boston startup scene and is committed to helping build a more vibrant and integrated startup ecosystem. [GreenhornConnect.com](http://GreenhornConnect.com) is your destination for discovering Boston's innovation community.

*Why The Combine is Important to Us:* The startup community in Boston is healthy and vibrant, but the state has a terrible retention rate for students who might want to be entrepreneurs; only 26% of Massachusetts college graduates who go on to start companies actually start them in Massachusetts. When compared to California's retention rate of 69%) or even the national average of 48%, it is clear that we can and must do better.