

5TH ANNUAL
FUTURE 
OF **WORK**
CONFERENCE



MARKETING TOOLKIT

Pasadena City College Economic and Workforce Development is organizing the annual Future of Work conference on October 26, 2023, from 8 a.m. to 2 p.m. The conference will take place on the Pasadena City College campus. We kindly request your support in promoting the conference to your organization and network. Our aim is to engage all interested stakeholders, including those from education and workforce development, local employers, labor and community leaders. For your convenience, we have prepared a toolkit that includes all the necessary information about the conference. Thank you in advance for helping us make this event a success and contributing to the workforce development and student success initiatives in the L.A. region.



About the 5th Annual Future of Work Conference

The annual Future of Work conference, now in its fifth year, is a leading event in the Los Angeles region to highlight current and future workforce trends and innovation in driving student-focused systems change to improve community college student success outcomes.

We are excited to convene students, faculty members, state and federal workforce leaders, community college peers, economic and workforce development experts, and representatives from labor, industry, and employers. The aim of this gathering is to explore innovative ways of transforming workforce pathways to enhance equal opportunities for student success.

The focus of this year's Future of Work conference is:

- How to better align the goals and systems of California's workforce development programs, California community college career technical education, and trade unions.
- Exploring how to adapt best-in-class systems innovations in student success to the California community college academic system to meet student and employer needs.
- Understanding how community colleges, and regional collaborators, can best align national and state priorities, from industry sector priorities to the growth of good-paying union jobs that keep America globally competitive.

Marketing Tools:

1. Social Media
2. Email Templates
3. Sample Language for Newsletters
4. Image Library and PCC Brand Guidelines

1. Social Media

Please feel free to use the example posts below or create your own using the suggested language. Don't forget to tag Pasadena City College and Pasadena City College EWD in your posts!

Facebook:

Join us on October 26 at the 5th annual Future of Work Conference, hosted by @PCCEWD! This free event is focused on improving community college student success outcomes, and this year we'll hear from some of our region's sharpest minds as we seek new ways to revolutionize workforce pathways to increase equitable student success. Register here:

<https://www.eventbrite.com/e/future-of-work-conference-revolutionizing-student-workforce-pathways-tickets-646490499487> @PasadenaCityCollege
#PCCFutureOfWork2023 #WorkforceDevelopment #CommunityCollege #Apprenticeship
#CareerDevelopment #FutureOfWork

LinkedIn: (tag us by typing @PCCEWD, and selecting our organization from the list)

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#PCCFutureOfWork2023 #WorkforceDevelopment #CommunityCollege #Apprenticeship
#CareerDevelopment #FutureOfWork



2. Email Template

For sharing the news with your networks, including people who may not be on social media, we suggest using the language below:

Dear [contact name],

We are excited to share with you information regarding the upcoming 5th annual Future of Work Conference hosted by Pasadena City College Economic and Workforce Development. The conference will take place on October 26th on the campus of Pasadena City College and aims to explore new and innovative ways to enhance outcomes for community college students. This free event will bring together students, faculty, state and federal workforce leaders, community college colleagues, and labor leaders to revolutionize student workforce pathways. You can learn more and register to attend [here](#).

Regards,
{your name}

3. Sample Language for Newsletters

If you would like to include a short note about the Future of Work Conference in a newsletter, feel free to use the example below:

Pasadena City College Economic and Workforce Development is organizing its 5th annual Future of Work conference on October 26th at the campus of Pasadena City College. This event is free to attend and focused on discovering new and innovative ways to enhance the success outcomes of community college students. It brings together students, faculty, state and federal workforce leaders, community college colleagues, and labor leaders. If you're interested, you can learn more about the event and register by clicking [here](#).

[URL: <https://pasadena.edu/community/economic-workforce-development/events.php>]

4. Image Library and Brand Guidelines

For social media posts and newsletter mentions, it is best practice to include an image or Future of Work conference logo. You can download images and logos here:

<https://drive.google.com/drive/folders/1Fi3BWh6vEXr5X8F1kMmJucO4rj7ooNhA?usp=sharing>

Brand Guidelines for Pasadena City College can be found here:

<https://pasadena.edu/strategic-communications-and-marketing/guides-and-reference/brand/index.php>

