



29 May 2009

Dear Industry Colleague

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It is with pleasure that I invite you to consider the benefits of sponsoring the 2010 CDAA National Career Conference in Adelaide. This conference is the premier professional development event for career practitioners in Australia attracting leading international and national speakers.

The CDAA is the largest national organisation of career development practitioners in Australia and in 2010, the Conference will continue to provide the opportunity for an invaluable exchange of ideas among delegates, industry and commercial providers. The forum is a very effective platform for promoting your product or service.

We are keen to listen to your ideas about how we can support your organisation's goals through conference sponsorship and to assist you in demonstrating your organisation's commitment to career development among a fast growing community of career practitioners.

Conference delegates will include those with a professional interest in contemporary career development including private practice, rehabilitation, community and labour markets service sectors, education (school, college and university career services), human resource practitioners and employer representatives, policy makers and researchers.


CDAA conference sponsorship is a wise investment and presents an outstanding marketing and networking opportunity. A sponsor's direct support will ensure corporate brand delivery to a fast-growing career information and services market and will reach:

- an expected target audience of 500 delegates from around Australia and overseas;
- conference delegates who are corporate decision-makers;
- senior managers who are directly charged with protecting their corporate infrastructure;
- practitioners responsible for implementing effective career development services;

Do consider joining us as a key contributor to CDAA2010 in Adelaide from 7-9 April.

The CDAA Sponsorship Brochure can be downloaded by [clicking here](#). The brochure has been tailored to appeal to a wide variety of marketing objectives. However if there are other ways in which your organisation would like to partner with CDAA, such as through Affiliate membership, we welcome the opportunity to discuss these with you.

I look forward to welcoming you to Adelaide in April 2010.



Carole Brown FCDA  
National President

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