

FORWARD 2003 - THE EVENT

THE FORUM FOR ORIENTATION & RECRUITMENT

Date: 19 - 23 March 2003
Opening Hours: 9:00 AM to 2:00 PM
4:00 PM to 9:00 PM

Place: Biel, Solidere – Beirut Central District



Today we are living in an unmatched global market with swift evolution. The realities of today's workplace require initiatives to coordinate the action of all actors and future players in the economic arena.

With this perspective,
FORWARD was created in May 2001.

FORWARD is the forum where Students, Graduates, Job seekers, Academic, Cultural and Business Institutions, as well as Professional orders and Syndicates meet. FORWARD has now become their annual rendezvous. Today FORWARD is still the only event of its kind in the region.

FORWARD 2002 came back with a broader mission after the success of its first year. It launched a Center to carry out its activities all year long: CAREERS

CAREERS takes the responsibility of helping individuals as well as enterprises cope with the speedy changes by offering Career Counseling, Training, Recruitment and Human Resource Management Services.

FORWARD 2003 is now here to provide youth with educational and vocational orientation to avoid mismatches in their academic and professional choice.

FORWARD 2003 gives a chance for companies to directly recruit skilled candidates.

FORWARD 2003 helps universities promote their work in order to recruit students.

FORWARD 2003 is the place where information is delivered.

FORWARD 2003 provides enterprises an opportunity for image enhancement.

FORWARD 2003 is even more

FORWARD 2003 make things happen by providing a common ground for dialogue where information is shared and where all concerned players get a chance to assess and redefine their place in today's world.

FORWARD 2003 is organized by L'ETUDIANT, Center for Orientation and Documentation [COD] and CAREERS, under the high patronage of H.E. Prime Minister Mr. Rafic Hariri and with the collaboration of all concerned Ministries.



ADVANTAGES

The Forum will allow:

- **Secondary students**, to enhance their orientation project.
- **University students**, to prepare their entrance into the active life.
- **Fresh graduates and adults who are seeking for a job**, to search and find Employment, Internship and Training programs.
- **Higher education institutions**, and training centers to introduce their different branches and specializations to young students and to detect the needs of the labor market; as well as to actively recruit students.
- **Enterprises**, to fill in their mission by creating job opportunities by informing youth about their activity and to directly recruit candidates.

SPECIAL SERVICES FOR THE INTERNATIONAL PARTICIPANTS

- **A follow-up service** offered to the universities by COD and for the businesses by the Career Center, after the Fair.
- **Consultants and specialists** will be available during the fair to answer inquiries on regulations, qualifications, equivalence and accreditation.
- **The additional service of arranging contacts and meetings** for the international exhibitors on demand, during their stay in Lebanon.
- **Accommodation and lodging facilities.**

OBJECTIVES

The changing market is creating difficulties regarding training and job opportunities. It is therefore necessary to create a meeting place for all economic and academic players to listen to the problems and, more particularly to find solutions for them.

The objectives of the Forum will therefore be as follows:

Establish true links between:

- High school students, Universities and Enterprises.
- University students and Enterprises (training, internship).
- Job seekers and Enterprises (employment).
- Academic units and Enterprises.

Give the opportunity for youth to:

- Communicate with professionals.
- Get properly acquainted with the different branches at universities and the labor market.
- Be able to find employment or an internship program.

Allow universities and enterprises to:

- Transmit their image.
- Communicate their structure, requirements and needs.
- Fill their place in the market.
- Recruit.

Provide a basic step for the economic global activity by creating employment opportunities, through the establishment of a direct link between secondary school students, university students, young graduates, educational units and labor market.

FORWARD 2003 - THE EVENT

PARTICIPATING PARTIES

The Forum will gather, for a period of five days, concerned parties as follows:

- Higher Education Institutions.
- Vocational Institutes.
- Training Centers
- Educational Resource Providers
- Enterprises.
- Associations, Syndicates, Professional orders and others.
- Recruitment offices and Head Hunters.

TARGET PUBLIC

The Forum constitutes an ideal meeting place for potential and active workforce in the Middle East aging from 15 and beyond such as:

- High school students.
- University students.
- Young graduates.
- Job seekers.
- Academics and Professionals.
- HR and Training Personnel.

EXHIBITION SPACES

The Forum for Orientation & Recruitment "FORWARD" will take place at Beirut International Exhibition & Leisure Center (BIEL) on a surface that exceeds 4000 sqm. It encompasses the following spaces:

- Education zone with an international section.
- Orientation and Training zone.
- Employment and Internship zone with an international section.
- Communication zone with an E-Forum section.
- Computer and Documentation zone.
- Animation zone.

ANIMATION

Animation will be diversified and ongoing. It will include the following:

- Panels where Professionals, Academicians and Students from specific fields meet to share and compare experiences.
- Practical demonstrations illustrated and commented by Professionals.
- A continuous cycle of Conferences on Studies and Jobs.
- Assistance for the registration at Universities.
- Individual interviews with Vocational Orientation Advisors.
- Availability of Self-assessment analysis and Career Counseling Consultation.
- An assistance service for the preparation of C.V. and Cover letters.
- Simulated job interviews.
- Continuous display of documentaries on recruitment interviews and job search techniques.
- A computer network put at the disposal of the public with the possibility to pass a psychometric tests, to consult specialized CD-ROMs and to have Internet access.

MEDIA COVERAGE OF THE FORUM

- 250 Billboards all over Lebanon.
- TV and Radio Interview.
- Agreements with media outlets for ongoing TV and Radio coverage.
- Press advertising Arabic / English / French newspapers.
- Direct mailing.
- More than 50,000 copies of the Forum's guide will be distributed before and during the Forum.
- 3000 Posters will display at Schools, Cultural centers, Universities and Companies.
- Guided visits to the Forum will be organized for Secondary and University Students.
- L'ETUDIANT, COD and CAREERS may arrange individual promotional meetings for international participants.
- E-mail broadcast to over 30 000 students, job seekers, and working adults.
- A special Website for the Forum will be created.



THE ORGANIZERS

L'Etudiant sarl, established in 1992, is the first and still the only Lebanese editor of career and study guides as well as magazines addressed to youth. To date, l'Etudiant issued more than 400 000 guides and magazines, sold and distributed at schools and universities. After 10 consecutive years of steady success l'Etudiant has become the reference in the field. L' Etudiant organized the first Francophone fair in the Middle East, in April 98, at the UNESCO Palace in Beirut with the collaboration of AUPELF-UREF ("Agence Universitaire de la Francophonie") and in which more than 70 Francophone universities from around the world participated.

Center for Orientation and Documentation (COD), created in 1998 by l'Etudiant to carry on and expand its activities, serves youth by assisting students in their difficult transition from school to university.

The COD, present in more than 45 schools throughout the Lebanese territory, offers a unique Career Counseling Intervention program. Over 40 000 high school student have already benefited from this program.

CAREERS created in 2002 as a further extension of prior activities of l'Etudiant and the COD. It attends human as well as company needs in terms of work and employment. CAREERS provides a centralization of all services pertaining to careers specifically, in Career Counseling, Training, Recruitment and Human Resource Management.

The organizers of this event will put at your disposal a number of coordinators to answer all your queries.

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