



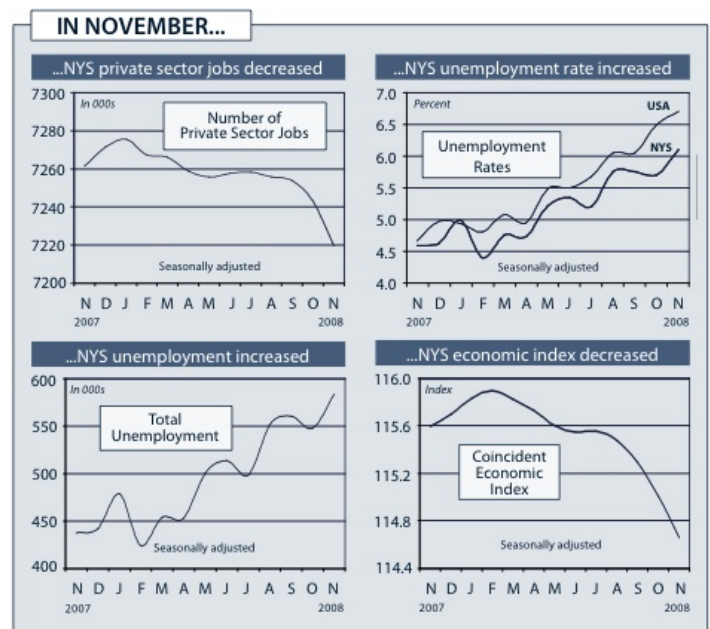
Layoffs Sweep From Wall St. Across New York Area

"A broad array of businesses across the New York region have begun eliminating jobs by the thousands as the pain of the financial crisis spreads well beyond Wall Street. Economists and labor-market analysts predict that the cuts will be part of a large wave of pink slips that is expected to drive up the city's unemployment rate and strain the state's unemployment insurance fund."

300,000 NYC private sector jobs will be shed over the next 2 years

Shrinking industries

- 270,000 city jobs from the 1st Qtr. 2008 through the 2nd Qtr. of 2010, 30,000 more than the NYC IBO previously estimated
- 85,400 jobs lost since August 2008 peak, wiping out 32% of gains since the end of the last recession in 2003
- Unemployed city residents jumped up 41% from a year ago January
- 48,000 fewer workers downtown than before Sept. 11
- 12 million square feet expected to come on the market, excluding financial services consolidation
- 1/3 of all downtown jobs are tied to financial services, insurance and real estate
- 33,000+ Financial services jobs expected to be lost from the 2007 peak through mid-2009



Sources: NY Times, NYC OMB, Alliance for Downtown New York, IBO, NYS DOL

"With a high probability of large job losses in a variety of sectors, the combination of a national recession and a downturn in the financial sector has historically cost the City hundreds of thousands of jobs. An added question is to what degree the ongoing reshaping of the City's key financial industries will impact any eventual recovery."



LaidOffCampNY is a gathering of individuals in career transition who are looking to gain perspective, discover new passions, or reinvent their careers. The free two-day event is directed towards entry- and mid-level digital media, advertising, publishing, technology and financial services professionals. The format features an open, participatory discussion forum designed to educate, empower, and connect community members. Panels, workshops, and discussions will focus on building a personal brand, transitioning to a new industry, legal & accounting demands of launching a new business, finding affordable health insurance, alternative working spaces, alternative income sources, and how to become a freelancer.

"70% of jobs are filled through networking. Another 20-25% are filled by recruiters, while only a tiny minority (5-10%) are filled through ads and online postings."

LaidOffCampNY offers supporters an unparalleled opportunity to gain visibility with an active, energetic and information-hungry community while earning its utmost goodwill. 100% of supporting funds, and any potential associated fees, will go to the production of the event. These vital contributions allow us to provide fee registration, including meals, workshops, seminars, and materials. These funds will make LaidOffCampNY accessible to the widest possible audience.

Day One

Friday May 1st, 2009

When: 4:30-7:30 PM

Location: New World Stages

Check-in: 4:30 PM

Keynote: 5-5:30 PM

Panel: 5:30-6:15 PM

Reception: 6:15-7:30 PM

Day Two

Saturday May 2nd, 2009

When: 8 AM - 6 PM

Location: Pace University

Check-in: 8 AM

Welcome & Scheduling: 8:45-9:30 AM

Sessions: 9:30 AM - 12N

Lunch: 12-1 PM

Sessions: 1-6 PM

Sponsors: [2tor, Inc.](#) (MAT@USC), [Meetup, Inc.](#) and [Bond Media Tech.](#)

Media and Community Partners: The Business Insider (Silicon Alley Insider), CenterNetworks, GarysGuide, The Hatchery, Mashable, nextNY, NextWeb, and The Runway Project.

Highlights

- The first national LaidOffCamp, March 3, 2009 in San Francisco had more than 400 attendees. 35 Sessions were held by over 50 different presenters/facilitators, supported by over 30 sponsors.
- The success of LaidOffCamp: San Francisco has sparked LaidOffCamp organizations and events to launch globally in over 25 cities.
- The LaidOffCamp project has already established high-profile attention in San Francisco with [press](#) coverage and media sponsorship from several traditional and digital outlets including the front page of the [CNN](#), [Wired](#), [CNET](#), [NPR](#), [Business Week](#), [Huffington Post](#), [CBS](#), [SF Chronicle](#), [TechCrunch](#), [Yahoo! News](#), [Springwise](#), and [Mashable](#).



Potential Sessions

Traditional Employment

- Keeping/Expanding Current Employment
 - Salary Negotiating
 - Standing Out / Adding Value
 - Temp to Perm
 - How to Get More Hours
- Finding Employment
 - Networking
 - Online Job Boards
 - Temping
 - Volunteering
 - Online Social Networking
 - Art of Interviewing
- Building a Personal Brand
 - The Resume
 - The Website
 - Using Social Media
- Changing Careers
 - Transitioning Skills
 - Obtaining New Skills

Life Skills for the Unemployed

- Physical Health
 - Health Insurance
 - Personal Fitness
- Emotional Health
 - Enjoying Free Time
 - Stress Control
 - Motivation
- Personal Finance
 - Living on a Budget
 - Taking Advantage of Public Benefits
 - Earning Short-Term Cash
 - Tracking Spending
 - Legal Rights after Termination
- Organization and Time Management

Community Involvement

- Leveraging the Unemployed Community
 - Sharing Information
 - Sharing Connections
- Volunteering to Gain Experience
- Solving a Problem by Creating a Community
 - Connecting with other Laid-Off Co-workers
 - Future of LaidOffCamp
- Connecting with your Niche Communities

Non-Traditional Employment

- Starting a Company
 - Raising Funds
 - Finding Co-Founders
 - Incorporating
 - Monetizing Ideas/Passions
- Contract/Freelance Work
 - Finding Contract Work
 - Keeping/Expanding Current Contract Work
 - Finance for Independent Contractors
 - Billing/Invoicing
 - Taxes/Tax Benefits
- Finding a Location to Work
 - Creating a Home Office
 - Co-working Spaces
 - Free/Cheap Meeting Spaces
- Building a Company Brand
 - Building a Website
 - Free/Cheap Marketing
 - Using Social Media
- Cheap Solutions for General Business Needs
 - Communication Tools
 - IT Infrastructure
 - Free Software and Web Apps