



As someone with a vested interest in Alabama's success, we'd like you to meet the Alabama Experience, otherwise known as ALEX.

ALEX exists to educate people about what it means to live and work in Alabama. It's an interactive, personalized career expo designed to entertain, inform and activate current and potential Alabama workers, and will be premiering at The World Games July 2022.

So, what makes ALEX so special?

/// **ALEX is attractive.**

The expo aims to strengthen Alabama's workforce by immersing participants in the educational, career, job and lifestyle opportunities the state offers. It's geared to retain in-state talent and attract out-of-state talent who may be attending The World Games.

/// **ALEX is innovative.**

ALEX will use interactive technology to grab visitors' attention and begin to lead them through a process that will educate about potential opportunities in the fields of advanced manufacturing, IT and health sciences. Technology like a free-throw shooting Korbball robot and real-time human motion capture simulation will attract spectators with a "wow" factor and set the stage for the many other surprising aspects they might not have expected from Alabama.

/// **ALEX is informative.**

Once drawn in by the robot or motion capture display, participants will be led through a personally tailored experience featuring video and touch screen kiosks. They'll receive content based on their field of interest, salaries, available jobs, geographic locations with cost-of-living details, educational requirements and opportunities and other lifestyle benefits, with the entire experience lasting 20 minutes.

/// **How does ALEX work?**

For The World Games, over 5,000 visitors are expected daily for a total of 50,000 unique visitors to the Alabama Experience. Participants' information will be collected using RFID tags to allow follow-up from appropriate agencies, institutions and businesses.

/// **ALEX is built to last.**

Following The World Games, the infrastructure and assets of ALEX will be utilized across Alabama in the State's seven of the workforce development regions. This state-of-the-art infrastructure will become an important tool for Alabama to retain, recruit, and develop needed skills to help enable economic growth throughout the State.