**National Résumé Writers Association**

**Annual Conference - Virtual | September 20-23, 2021**

**Speaker Proposal - Submission Information and Style Guide**

**About the NRWA**

The mission of the National Résumé Writers' Association, a nonprofit trade association for professional resume writers, is to increase the visibility of the industry, encourage ethical practices, promote excellence, and raise industry standards through peer marketing and training.

Since 1998, representatives of the NRWA have hosted an annual conference to bring industry professionals together to learn, gain inspiration, and build a sense of community for our members. In 2020 we held our first virtual conference with incredible success; capturing the energy our in-person conferences have been known to radiate. We are excited to continue this format for 2021.

**Your Audience**

* Professional and Certified Resume Writers (with a wide variety of specialties)
* Career Coaches
* University Career Services Professionals
* Workforce Development Center Professionals
* Military Career Transition Center Professionals

**Presentation Formats**

The 2021 conference will be comprised of a combination of feature presentations, interactive workshops, prerecorded mini sessions with live speaker/active participant engagement, and panel discussions. ***Please identify your format within your proposal submission.***

**Format Definitions**

* **Feature Presentation:**  60- or 90-minute single session with a live on-screen presentation, allowing time for questions.
* **Interactive Workshop:** 60- or 90-minute demonstration with live instruction, audience engaged delivery.
* **Prerecorded mini sessions with live speaker/active participant engagement:** 20- to 30-minute prerecorded video presentation with speaker engaged in chat discussions during session, and post-session question/answer forum.
* **Panel Discussion:** 60- or 90-minute single session, moderator-led panel presentation developed by one lead presenter who assembles 4-6 experts for targeted, topic driven dialogue.

**How Proposals are Selected – Scoring Criteria**

When developing the conference curriculum, our goal is to provide a balanced program that meets the variety of skills and interests of the conference audience and is presented by speakers of the highest quality who represent the diversity of the NRWA membership.  Proposals are reviewed and selected based on the completeness and clarity of your Speaker Proposal Submission Form, relevance of the topic to our mission, and adherence to the ***Conference Speaker Proposal Submission Information and Style Guide.*** Submissions are selected by the NRWA Conference Program Planning Committee and NRWA Certification Chair. Additionally, presentations that specifically pertain to resume writing and online content development may be prioritized.

**Suggested Proposal Topics**

In deciding on your presentation topic, take into consideration that conference attendees are particularly interested in ideas they can readily use to improve their writing skills, boost their business, and increase the efficiency of how they operate. Topics that are indicated with an asterisk (\*) are in high demand.

**Writing:**

* Resumes for targeted occupations, client demographics, or industries (executive, technical, CV/academic, military/federal, college career centers, and recent graduates).
* Red flag resumes. Writing resumes for job seekers with employment barriers.
* Cover letters, letters of introduction, and thank you letters (formats, strategies, and writing techniques).
* Creating content for websites, LinkedIn profiles, digital resumes, and social media.
* Streamlining the writing process for faster writing without losing quality.
* Executive biographies and board member profiles.
* Impressive resume designs using MS Word.
* Ethics and overcoming bias in resume writing.

**Applicant Tracking Systems (ATS)** \*

* Behind the scenes demonstration of an ATS.
* Latest ATS trends, dos, and don’ts.
* Compatibility of graphically designed resumes.

**Recruiter / Hiring Manager Perspectives** \*

* Recruitment trends from a human resource professional.
* What recruiters really want.

**Business Operations, Technical Trends and Marketing**

* Demonstration of business tools and trending technology using a CRM. \*
* Working remotely and maximizing business in the virtual world.
* Client intake processes, questionnaires, assessments; how to gather meaningful information from clients.
* Pricing strategies and building additional revenue streams.
* The financial side of running a business (banking, point of sale/online payments, subscriptions).
* Sales techniques to convert prospects to customers.
* Hiring and working with subcontractors, including compensation structures.
* Legalities/insurance and business structure for subcontractors.
* Business strategies for new and experience business owners.
* Overcoming professional burn out and solopreneur self-care.

**LinkedIn & Social Media** \*

* LinkedIn profile writing and LinkedIn optimization.
* What LinkedIn profile writers should know about how employers use LinkedIn.
* The mechanics of LinkedIn (actively take the audience through the mechanics of LinkedIn with a live screen); technical aspects of LinkedIn - trends and changes.
* Social Media for Business use; Twitter, Snapchat, Instagram, Facebook for business, Facebook SEO, etc.

**Proposal Submission Deadlines and Checklist**

 Review of suggested proposal topics.

 Review and adherence to the ***Conference Speaker Submission Style Guide.***

 Submission of the [***Speaker Proposal Submission Form***](https://www.thenrwa.com/resources/Conference%20Chair/2021%20Conference/NRWA%20Speaker%20Proposal%20Submission%20Form%202021.docx) by Sunday, March 14, 2021.

Email completed proposals to: **Jennifer Thornton**, Executive Director at **adminmanager@thenrwa.com** **AND**

 **Nancy Grant**, Conference Planning Chair at**conferencechair@thenrwa.com**

**Timeline Review**

Call for speakers open: February 1, 2021

Proposal submission deadline: Sunday, March 14, 2021

Committee selections completed: Sunday, March 28, 2021

Speakers notified: Week of April 5, 2021

Signed speaker contracts due: Friday, April 16, 2021

Speaker presentation materials due: Monday, August 2, 2021

Dates of Conference: September 20-23, 2021

**Presentation Compensation and Benefits**

The NRWA has a tradition of using educational conference sessions as a platform for innovation to inspire professionals in the resume writing industry. We invite contributors who are willing to share their expertise without expectation of compensation in the spirit of peer networking and professional development. Conference presenters gain industry recognition and visibility and contribute to the NRWA’s signature reputation of excellence in resume writing, education, and business development.

In lieu of payment, selected presenters are eligible to receive the following incentives and benefits:

* Complimentary virtual conference registration for all days, including admission to the vendor exposition, educational programs, and social events.
* Access to exclusive sponsorship pricing opportunities.
* Copies of evaluation scores after the conference.
* Promotional exposure leading up to the conference, via the NRWA and social media.

**In return, the NRWA expects presenters to**

* Acknowledge they are available to speak during the timeframe of the posted conference dates.
* Work closely with conference organizers before the conference and meet all deadlines.
* Make no substantial changes in content, format, or number of presenters without prior approval of conference organizers.
* Design and provide high-quality PowerPoint presentations in electronic format.
* Give the NRWA permission to record their session for purpose of allowing member access post-conference.
* Allow the NRWA to utilize selected speakers and topics to promote conference registration.
* Recognize that a conference presentation is an opportunity to share information and is not a showcase for promoting one’s business, practice, service, or product.

**Conference Contacts**

**Jennifer C. Thornton, Executive Director Nancy Grant, MS, NCOPE**

**The National Résumé Writers' Association 2021 Conference Program Planning Chair**

**P: 443-966-3851 ext. 1151 P: 585-281-2892**

**adminmanager@thenrwa.com****conferencechair@thenrwa.com**

**CONFERENCE SPEAKER SUBMISSION STYLE GUIDE**

**Required Information and Format**

To assist us in evaluating, comparing, and selecting proposals, please help us streamline the process by adhering to the following rules/standards. This document has been provided as a guide in preparing your proposal. Please use the [***Conference Speaker Proposal Form***](https://www.thenrwa.com/resources/Conference%20Chair/2021%20Conference/NRWA%20Speaker%20Proposal%20Submission%20Form%202021.docx) for your submission.

***Proposals that do not align will be given lower priority by the selection committee.***

**Presentation Description:** *(200-word limit; descriptions will be cut off at 200 words, so choose your words strategically)*

Provide a brief description about your presentation that will inform and entice your target audience to participate in your session. State the problem or need that the presentation will address. This can be written by asking a question (“Are you looking for new ways to present your clients’ value on paper?”), by stating a need (“Both resume writers and their clients need to understand the importance of networking through social media”), or by offering a solution (“If you are thinking of launching a website or overhauling your existing site, WordPress may be the way to go.”)

**List 3 Key Takeaways:** *(Begin with one of the following opening statements)*

In this session, you will learn…

Through slides, role playing, and discussion, [presenter name] will do a deep dive into…

In this session, [presenter’s name] will cover the following:

Follow your opening statement with three bulleted sentences, each one stating something your session will address. Make sure all 3 sentences follow the same parallel structure.

**Speaker / Professional Bio** *(Bio’s* ***must*** *adhere to the following standards)*

* Written in third-person voice (e.g., Joe Doe, career center director for XYZ College…).
* Maximum 150 words in length (*Bios will be cut off at 150 words, so choose your words strategically)*
* Inform the reader of the following:
* Your name and company/employer name.
* Your ***relevant*\*** professional credentials.
* Your ***relevant*\*** distinctions.
* Your ***relevant*\*** professional affiliations.
* Your unique qualifications that distinguish your presentation (e.g., years of experience, training style, etc.).

***\*Relevant Credentials*** *(certifications and academic degrees)*

* Maximum of 4 credentials.
* NRWA credentials (NCRW and NCOPE) must be listed first.
* Include only those that are applicable to the topic (e.g., Licensed English Teacher is not necessarily a qualification to teach a workshop on interview coaching).
* If the acronym or initialism is not understood/recognized by those outside of the NRWA, spell it out (e.g., MCD stands for what?)

***\*Relevant Affiliations***

* Position on the NRWA board and/or volunteer role.
* Maximum of 3 career-services associations/organizations to which you belong.
* Only affiliations that are relevant to the career services organization

***\*Relevant Distinctions*** *(e.g., publications, awards, media coverage, etc.)*

* Samples of your work published in resume and cover letter books (do not list all the book titles).
* Author or contributor to a blog pertaining to the presentation topic.
* Awards given by the NRWA (ROAR, Industry Hero, Vivian Belen).
* Media coverage pertaining to the presentation topic.

**IDEAL SUBMISSION SAMPLE**

**Presentation Title:**

Networking - A key to Success for You and Your Clients: 7 Strategies to Network with Flair

**Speaker Name:**

Nickquolette Barrett

**Presentation Description:**

People often negate the power of networking. We understand that it is needed, but we don't take it to heart. Nickquolette’s goal is to not only share strategies that can help resume writers and their clients, but to also share her experience on how networking has helped her increase her client base, her visibility, and her speaking opportunities. She will reveal seven strategies to help you and your clients’ network with a flare, both online and in person.

**Key Takeaways:**

In this session, you will learn…

* How to network effectively, even if you are shy.
* Why networking is essential to growing your business.
* Why your clients need to master the art of networking to land their dream job faster.

**Speaker Bio:**

*Founder and CEO of iRock Development Solutions, LLC dba iRock Résumés, Nickquolette is passionate about helping career professionals understand that they are more than just an employee—they are in fact their own corporation, their own brand, and their own CEO. She presents keynotes, breakout sessions, workshops, and seminars at business events and to groups of all kinds. Her style of speaking with thought-provoking content has garnered her rave reviews over the years. Her credibility stems from a corporate career spanning 26+ years, with 16 years in leadership and roles in corporate training, advertising, and marketing. She relates to her audiences by giving sound advice with humor and sensitivity as she weaves her contagious enthusiasm and energy into every presentation. Nickquolette has co-authored three books and personally authored a two-book series titled* You're Hired! *released November 2017.*