

The National Résumé Writers' Association – 25th Annual Conference
Royal Sonesta – New Orleans, Louisiana



September 18th – September 20th - 2022

Conference Itinerary & Program Descriptions

DAY ONE | Sunday – September 18, 2022

Pre-registration & fee required	Pre-Conference Workshop Graphic Design Boot Camp Marie Plett	8:00 a.m. – 11:30 a.m.
	Registration Check-In	Time
General Session	Official Conference Opening President's Welcome & Opening Keynote: Amma Marfo	1:00 p.m. – 2:30 p.m.
Break	Grab a snack and beverage and meet our vendors	2:30 p.m. – 3:00 p.m.
General Session	How to Win More Business and Clients Through Stronger Client Agreements, Better Business Processes, & Clearer Communications Wendi Weiner, Esq., NCRW, NCOPE, CPRW	3:00 p.m. – 4:30 p.m.
	ROAR Awards Announced – Door Prizes	4:30 p.m. – 4:45 p.m.
Royal Sonesta Courtyard	Opening Reception & 25th Anniversary Celebration	5:15 p.m. – 7:00 p.m.
Dinner	Dinner – On your own.	7:00 p.m.

Monday – September 19, 2022 | Day Two

	Breakfast Provided	7:00 a.m. – 8:00 a.m.
General Session	Job Market Trends: Data, Predictions, and Thought Leadership for Action! Kimberly Schneiderman	8:00 a.m. – 9:00 a.m.
Break	Break	9:00 a.m. – 9:15 a.m.
Concurrent Session	Banish Boring Executive Bios Ruth Pankratz, MBA, NCRW	9:15 a.m. – 10:30 a.m.
Concurrent Session	The M.U.S.E 20-minute Consultation. Take Back your Time and Increase your Consultation Success Rate Laura Bashore	9:15 a.m. – 10:30 a.m.
Break	Coffee Break – Visit with Vendors	10:30 a.m. – 11:00 a.m.
Concurrent Session	Career Branding: A Modern Approach to Resume Writing for the Brand-Based Hiring Model Rebecca McCarthy, NCRW, NCOPE	11:00 a.m. – 12:00 p.m.
Concurrent Session	NRWA Business Growth Lab Roundtable	11:00 a.m. – 12:00 p.m.
Lunch	Lunch Provided	12:00 p.m. – 1:00 p.m.
	NRWA Member - Business Meeting & Door Prizes	1:00 p.m. – 1:30 p.m.
Concurrent Session	You Be the Grader Kathy Keshemberg, NCRW, NCOPE, NRWA Certification Chair	1:30 p.m. – 3:00 p.m.
Concurrent Session	Helping Your Clients Stand Out in Video Interviews Paula Christensen, CPRW, CEIC, CJSS	1:30 p.m. – 3:00 p.m.
Break	Visit with Vendors	3:00 p.m. – 3:30 p.m.
Concurrent Session	More than My Name: Resume Writing Tips for BIPOC Applicants Margaia Whitehead, Ph.D.	3:30 p.m. – 5:00 p.m.
Concurrent Session	Building an Authentic, Thriving Business Through Word-of- Mouth Marketing Kyle Elliot, MPA, CHES	3:30 p.m. – 5:00 p.m.
	Free Time or Optional Evening Activity	5:00 p.m.

Meet at the Dock <i>Transportation to or from the dock is not provided.</i>	Optional Evening Activity: Creole Queen Jazz Dinner Cruise <i>Pre-registration and additional fee required.</i>	6:15 p.m. – 9:00 p.m.
Meet in the Lobby at the Royal Sonesta Hotel	Optional Evening Activity: French Quarter Ghosts & Legends Walking Tour Presented by Haunted History Tours <i>Pre-registration strongly encouraged; additional fee required.</i>	8:00 p.m. – 10:00 p.m.

Tuesday – September 20, 2022 Day Three		
Breakfast	Breakfast Provided	7:30 a.m. – 8:30 a.m.
Concurrent Session	LinkedIn Do's & Don'ts. How to Build Your Brand Laura Bashore	8:30 a.m. – 9:30 a.m.
Concurrent Session	The What, the How, the Why of Resume ROI: 7 Tips to Streamline Your Business Process, Land More Leads, and Craft Salary-Boosting Resumes Dawid ("Dah-veed") Wiacek, CPRW, CPCC	8:30 a.m. – 9:30 a.m.
Break	Vendor Visit & Coffee Break	9:30 a.m. – 9:45 a.m.
Concurrent Session	Is LinkedIn Sales Navigator a Good Fit for You? Tom Powner, CPRW, NCOPE, CEIP	9:45 a.m. – 11:15 a.m.
Concurrent Session	Discovering your Secret Sauce: Niching Down to Become Magnetic! Chelsea Jay, NCRW, NCOPE, CPCC	9:45 a.m. – 11:15 a.m.
Break	Visit with Vendors	11:15 a.m. – 11:45 a.m.
Lunch	Lunch Provided with Closing Remarks	11:45 a.m. – 1:00 p.m.
General Session	Closing Keynote Mason Gates, Recruitment Evangelist Indeed	1:00 p.m. – 2:00 p.m.