



Conference Schedule & Program Descriptions

DAY ONE | Sunday – September 18, 2022

<i>*Separate registration & fee required*</i>	Pre-Conference Workshop Graphic Design Boot Camp Marie Plett	8:00 a.m. – 11:30 a.m.
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Ten-HUT! All attendees are expected to bring their laptops at 0800 with Microsoft Word* installed!

Marie Plett will be your gentle drill sergeant, easily guiding you to create all the most common design elements of modern graphic resumes. You'll march step-by-step with Marie, learning practical design methods as you go along. She will be there to answer your questions, pull you through obstacles, and show you how to tap into your unique creative potential.

Through this basic training, you will learn how to design ATS-friendly headers, sub-headers, call-out boxes, smart art, and graphs. Detailed hard-copy guides will also be by your side to help you keep up with the rest of the recruits. They will be yours to keep, ensuring your success will be repeatable long after the conference.

** This course simply requires any modern version of Microsoft Word that can produce a .docx document (2007+).*

Foyer	Registration Check-In	Time
General Session South Ballroom	Official Conference Opening President's Welcome & Opening Keynote: Amma Marfo	1:00 p.m. – 2:30 p.m.

In a triumphant return to live events, Amma's keynote will serve a dual purpose. First, her session will honor and praise the creativity that carried you through a period of unprecedented change and unprecedented demand for your work. Second, she'll empower you with moments of interaction and introspection to apply that creativity anew, to the success of your clients.

Amma Marfo is a thoughtful, yet incurably silly independent higher education professional, writer, and editor based in Boston, MA. She holds a bachelor's degree in Communication Studies from the University of Rhode Island, and a Master of Education from the University of South Florida.

Amma is an avid and prolific writer who writes often for her own blog ("The Dedicated Amateur") and is a regular contributor to Wiley's Women in Higher Education newsletter, comedy criticism website, The Interrobang, and Crowdcentric's Social Media Week. She is also the author of three books: The I's Have It: Reflections on Introversion in Student Affairs (2014), Light It Up: Engaging the Introverted Student Leader (2015) and Cultivating Creativity (2017).

Break	Grab a snack and beverage and meet our vendors	2:30 p.m. – 3:00 p.m.
General Session South Ballroom	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.

Managing a resume business is not just about delivering a great resume and work product. It's also about knowing how to create a client agreement that protects you when in doubt, developing top-notch business processes that keep clients on-target and with you in control of the project, knowing how to effectively communicate with clients (in writing and on calls), and engaging in strategic conflict resolution when difficult situations arise.

This presentation will focus on best business practices and hypothetical situations for resume writers (both new and experienced) regarding strengthening business processes, client agreements, client interactions and communications, and listening strategies to ultimately win more business.

Attendees will walk away with a greater sense of understanding on:

1. How to better approach client dealings and increase communication while also learning how to navigate difficult clients and win them over as your best referral sources.
2. How to write a solid client agreement that protects and enforces your writing process.
3. How to increase and improve business processes down to a science from project booking through intake, delivery, and closing.

South Ballroom	ROAR Awards Announced – Door Prizes	4:30 p.m. – 4:45 p.m.
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Immediate Past President, Kathi Fuller will reveal our 2022 ROAR Award Winners.

Royal Sonesta Courtyard	Opening Reception & 25th Anniversary Celebration	5:15 p.m. – 7:00 p.m.
Join us for a jazz infused, member networking social hour as we toast to celebrating 25 years of the NRWA. Two complimentary beverages and hearty hors d'oeuvres provided.		
	Dinner – On your own.	7:00 p.m.
Dinner is on your own tonight. However, why not connect with fellow NRWA members and head on out together to one of the many restaurants within walking distance. Check with the front desk for suggestions or to make reservations.		
DAY TWO Monday – September 19, 2022		
South Ballroom	Breakfast Buffet	7:00 a.m. – 8:00 a.m.
Evangeline A & B	Breakfast with WriteSea	7:30 a.m. – 8:00 a.m.
Grab your breakfast and join our main sponsor, the WriteSea team for this optional deep dive informational session.		
General Session South Ballroom	Job Market Trends: Data, Predictions, and Thought Leadership for Action! Kimberly Schneiderman	8:00 a.m. – 9:00 a.m.
<p>Phew! How are you feeling after the past few years? There have been so many twists, turns, and pivots that it has been a bit of a whirlwind! Keeping up with the innovations and changes related to all things career has been a mix of dizziness and fun (if you like that sort of thing!).</p> <p>Kimberly Schneiderman can help with it all. She has researched the latest 2022 HR/Corporate trends as related to the job market and developed an interactive session designed for both learning and action! Come to this session to find out and discuss the latest trends and emerging strategies in the HR/Corporate world and to hear how to reverse engineer the advice and trends the HR/Corporate world is integrating for your career-oriented and job search clients. You will obtain a list of questions you can ask your clients, questions your clients can ask when interviewing, and questions your clients should be prepared to answer - all as it relates to the trends and themes uncovered in this presentation.</p> <p>Kimberly will lead us in a robust discussion that will help you advise and guide your clients! You won't want to miss this one.</p> <p>In this session, you will learn:</p> <ol style="list-style-type: none"> 1. The trends and themes influencing hiring and retention in 2022 [including wellness, DEIB, employee experience, upskilling, workplace options and more!] 2. How to prepare yourself for work with your clients to position them in the best way possible for success. 3. What you can do to coach your clients on their preparations and actions in their job search and career pursuits. 		
Break	Break	9:00 a.m. – 9:15 a.m.
Concurrent Session Evangeline A & B	Banish Boring Executive Bios Ruth Pankratz, MBA, NCRW	9:15 a.m. – 10:30 a.m.
An executive bio stating “innovative” and “results-driven” makes the reader yawn. Is the bio text you write for clients interchangeable with other executives who have a similar experience? Let’s stop the lackluster bio writing and add pizzazz to help our clients. This program will explore how tone can be professional and conversational, use the executive’s “why” to create a unique story, and how writing about work and interests makes a bio engaging.		
Concurrent Session Royal Conti (Lower Level)	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.
<p>Are you tired of having the “perfect” client consultation, only to never hear from your prospective client again? Do you struggle with consultations running over the allotted time and turning into 45-minute conversations?</p> <p>What if I told you I can teach you a proven method to build client rapport, reduce your consultation time, and increase your consultation close rate – in 20-minutes? I know, it sounds crazy! But it’s not. I have a proven method to help you look forward to the consultation and close business with confidence.</p> <p>Whether you are just starting your business or simply looking to free up more time, this session is for you! If you are looking to attract the RIGHT clients and business partnerships, this session is for you.</p> <p>In this session you will learn:</p> <ol style="list-style-type: none"> 1. How to set up the perfect consultation. Learn the prep work to hold a successful consult. 2. The M.U.S.E consultation method. This is a plan/script you can use again, and again to close your client. 3. What to hold back in your consultation. Give away too much and your client may move on. 		

Break	Coffee Break – Visit with Vendors	10:30 a.m. – 11:00 a.m.
Concurrent Session Royal Conti (Lower Level)	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.
As a resume writer who keeps up with industry news and trends, you have likely heard about the importance of “career branding,” (aka “personal branding,” or “employee branding”) for your clients, but what does that really mean in writer’s terms and how can you use it to your advantage? In this presentation, we will break down the elements of “career branding” and show you how to use them for a fresh, modern approach to resume writing.		
Concurrent Session Evangeline A & B	NRWA Business Growth Lab Roundtable; Insider Tips and Discussion on Ways to Build Your Business Ruth Pankratz, MBA, NCRW & Kyle Elliot, MPA, CHES	11:00 a.m. – 12:00 p.m.
Engaging discussion about business best practices and tips based on the NRWA Business Growth Lab program. The session, facilitated by Kyle and Ruth, will provide details regarding Growth Lab participant experiences, program benefits, and unique business structures that can help build and streamline a career industry business.		
Key Takeaways:		
1. Awareness and ideas to make your business fabulous.		
2. Customer experience understanding and improvements.		
3. How business accountability provides benefits - even for seasoned owners.		
South Ballroom	Lunch Provided	12:00 p.m. – 1:00 p.m.
South Ballroom	NRWA Member - Business Meeting with Award Announcements	1:00 p.m. – 1:30 p.m.
President, Sara Timm will present on the state of the NRWA and announce the Vivian Belen Award recipient. Past President Kathi Fuller will recognize our Industry Hero Award winner. Incoming President, Robert Rosales will introduce our 2023 Board of Directors. All conference registrants are encouraged to attend.		
Concurrent Session Royal Conti (Lower Level)	You Be the Grader Kathy Keshemberg, NCRW, NCOPE, NRWA Certification Chair	1:30 p.m. – 3:00 p.m.
Want a behind the scenes look into what it takes to pass the National Certified Resume Writer (NCRW) exam? In this interactive workshop, you are the grader and get to decide if an exam is a pass or fail. Whether you are considering starting the process, would like to know more about what is tested, or seeking to learn the mistakes to avoid in achieving the most respected credential in the industry, this session is for you.		
Concurrent Session Evangeline A & B	Helping Your Clients Stand Out in Video Interviews Paula Christensen, CPRW, CEIC, CJSS	1:30 p.m. – 3:00 p.m.
The world has changed since the Covid pandemic, and virtual interviews are here to stay! An Indeed.com poll found that 82% of respondents adopted virtual interviews due to the pandemic and 93% plan to continue using virtual/video interviews. Your clients are looking for assistance in navigating this new world. Paula will discuss virtual interview software and AI technology as well as virtual interview preparation and engagement techniques. This presentation will help you feel more confident in coaching your clients through live, pre-recorded, and AI interviews.		
In this session, Paula will cover the following:		
1. Understand the basics of virtual interviewing software so you can help your clients know what to expect.		
2. Discover how AI interviewing technology works, what this technology looks for, and why companies use AI.		
3. Learn to help your clients stand out in a medium that can be flat and unengaging.		
TBD	2023 Board Member Group Photo	3:00 p.m. – 3:15 p.m.
Break	Visit with Vendors	3:00 p.m. – 3:30 p.m.
Concurrent Session Evangeline A & B	More than My Name: Resume Writing Tips for BIPOC Applicants Margaia Whitehead, Ph.D.	3:30 p.m. – 5:00 p.m.
Are you looking for a way to write the best resumes for applicants of color? Black, Indigenous, and People of Color (BIPOC) are often times hesitant to apply for jobs with their actual names headlining the resume. Why do many share this sentiment? It is due to the terror of applicant discrimination or the mere thought of not receiving the same opportunity as counterparts with what seems to be a “simpler” name that does not negate the assumption of an individual who is considered a “minority.”		

Sadly, many BIPOC applicants have decided to “whiten” their names in hopes of passing the first round of resume scanning. According to a study by researcher Katerine DeCelles and colleagues, “companies are more than twice as likely to call minority applicants for interviews if they submit whitened resumes than candidates who reveal their race—and this discriminatory practice is just as strong for businesses that claim to value diversity as those that don’t.” However, there is certainly a way to overcome these issues by displaying the skills, experience, and perfected resume that allows employers to look beyond a name and seek more desire to know the professional.

In this session, Dr. Whitehead will cover the following:

1. Avenues for showcasing credentials and skills.
2. Tips for building confidence in applicants by providing the best resume for applicants of color.
3. Resume writing strategies that allow employers to look at the resume first before judging the name at the top.

Concurrent Session South Ballroom	Building an Authentic, Thriving Business Through Word-of-Mouth Marketing Kyle Elliot, MPA, CHES	3:30 p.m. – 5:00 p.m.
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Want to attract and close more clients in your Zone of Genius? Finding and securing new clients is one of the most challenging parts of running a business. Kyle Elliott transformed his college side hustle, editing resumes and writing LinkedIn profile summaries for five dollars on Fiverr, into a multi-six-figure career coaching practice. Today, he is a trusted confidant to some of the biggest names in Silicon Valley and high tech. More than two-thirds of his clients now come from word-of-mouth marketing and referrals from industry colleagues. As a result, Kyle can focus his effort, energy, and time on his Zone of Genius, coaching, rather than time-consuming marketing efforts.

Learn how Kyle successfully leveraged the ‘magic’ of word-of-marketing and referrals to build an authentic, thriving business, and how you can leverage these strategies to achieve the same success with your business! This session will provide you with the strategy and tips you need to build your own authentic, thriving business so you can spend less time marketing and more time on your craft. Attend if you are ready for more revenue, more clients in your Zone of Genius, and more work/life balance.

In this session, you will learn how to:

1. Design and implement a simple yet effective referral program to grow your resume writing or career coaching practice without spending tons of time (or money) on marketing.
2. Gain the knowledge and skills needed to successfully harness the power of referrals to create client demand and fuel your sales pipeline.
3. Leave with a personalized strategy and tactical steps to convert your additional leads into new, high-fee clients.

Free Time or Optional Evening Activity	5:00 p.m.
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Feel free to head out and explore the French Quarter on your own unless you are joining us for one of the planned excursions.

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.
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Step back into the glamour and romance of the riverboat era with a cruise aboard the Paddle Wheeler Creole Queen! Experience the lively sounds of traditional New Orleans music while enjoying a lavish Creole Buffet in an elegantly appointed dining room. After dinner, and maybe a little dancing, enjoy a classic New Orleans cocktail and sweet Mississippi River breezes on the promenade deck as the city skyline slips by under a canopy of stars.

Boarding is from 6:15 p.m.-6:45 p.m. and the cruise time is from 7:00 p.m.-9:00 p.m. The buffet is open beginning at 6:15 p.m., so you can enjoy dinner before the boat leaves the dock if you prefer. Fee includes river cruise, jazz entertainment, creole buffet, and taxes. This cruise features a cash bar for all beverages. No beverages are included in the registration fee.

Departure Location: 1 Poydras St., New Orleans, LA 70130 | 0.7 mile walk from the Royal Sonesta Hotel

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.
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Put on your walking shoes and discover New Orleans’ dark side on this NRWA member only, two-hour haunted history ghost tour. Hear tales of famous hauntings from your local guide and visit the French Quarter’s most infamous and eerie locations and hotspots for paranormal investigators and historical videographers. By the end, you see the Vieux Carré in a different (and profoundly more ominous) light.

Our expert guide will lead us on a leisurely walk around the French Quarter, the oldest neighborhood in New Orleans. This tour is rooted in history and features historically accurate storytelling. Tour includes a brief break in the middle where refreshment replenishment is encouraged.

DAY THREE | Tuesday – September 20, 2022

Breakfast South Ballroom	Breakfast Buffet	7:30 a.m. – 8:30 a.m.
Concurrent Session Evangeline A & B	LinkedIn Do's & Don'ts. How to Build Your Brand Laura Bashore	8:30 a.m. – 9:30 a.m.

As resume writers and career coaches, we discuss the importance of LinkedIn with our clients. But are you using LinkedIn for your business? When is the last time you commented on a post with more than, “I agree?” Do you know how to post an article, and why you should? What about polls, and videos? We are on LinkedIn overload. There are many ways to stand out on LinkedIn, but what’s right for you and your brand?

Let’s focus on discovering essential do’s and don’ts of LinkedIn. Once your profile stands out, you can decide how to engage to get the most out of LinkedIn. If you are looking to attract the RIGHT clients and business partnerships, this session is for you.

In this session you will learn:

1. How to position yourself as an authority and thought leader in career services.
2. How to refresh your profile to attract clients and business partnerships.
3. Engagement Tools: Articles, Groups, Hashtags, Posts, Commenting, etc.

Concurrent Session Royal Conti (Lower Level)	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.
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As a resume writer and business owner, do you find yourself wasting precious time on administrative tasks instead of revenue-generating activities? Are you struggling with balancing the writing piece with the business development piece? Do you want to take full charge of your business without having to outsource anything? Do you agonize over balancing resume writing with coaching, because one feels like a chore, but it generates more income?

In this presentation, Dawid Wiacek will provide down-to-earth strategies and real-life tips on how to streamline your business processes. These ideas will empower you to:

1. Spend less time on menial tasks like scheduling (by automating your calendar) or responding to the same emails (by semi-custom made/prefabricated text excerpts).
2. Spend less time agonizing over your next content post/article on LinkedIn and increase your engagement and leads by simply being your authentic self.
3. Streamline your resume intake and writing process with questionnaires, templates, and semi-automated tricks to deliver shorter, more impactful resumes that help clients land higher salaries.
4. Stop wasting time searching for new leads by tapping into your existing client base and network for repeat business, upsells, and referrals.
5. Stop wasting time on things you don’t love and focus your business on your true gifts, passions, and talents.

Break	Vendor Visit & Coffee Break	9:30 a.m. – 9:45 a.m.
Concurrent Session Evangeline A & B	Is LinkedIn Sales Navigator a Good Fit for You? Tom Powner, CPRW, NCOPE, CEIP	9:45 a.m. – 11:15 a.m.

Why should you care about LinkedIn Sales Navigator? Over 1 million sellers used LinkedIn Sales Navigator (LSN) and reached \$1B in revenue for 2021.

There are many methods to land sales in the career service industry, and each has its pros and cons. But the long-term solution of building relationships with a targeted potential client list and sustaining the client relationship will always be the best path.

During this interactive presentation, attendees will learn how to organize your LSN account, build a targeted list of prospects, develop, and use a sales nurturing campaign, turn leads into a sales call, then a paying client, and how to stay in touch with clients.

In this session, you will learn how to:

1. Build your targeted sales pipeline.
2. Close more sales lead with social selling techniques.
3. Track and stay in front of past clients and prospect.

Concurrent Session Royal Conti (Lower Level)	Discovering your Secret Sauce: Niching Down to Become Magnetic! Chelsea Jay, NCRW, NCOPE, CPCC	9:45 a.m. – 11:15 a.m.
<p>Have you ever heard the phrase, “the riches are in the niches?” Have you struggled with defining your niche or questioning if you even need one? Here’s a secret for you, building a sustainable and enjoyable business relies on working primarily with clients with backgrounds that inspire, motivate, and excite you (yes, you should enjoy working with 90% of your clients!).</p> <p>Defining your niche will help you create a custom tagline for your business as well as a magnetic brand for your ideal audience! You deserve to make more money, have a well-known brand, AND work with your ideal client. Discovering your niche and building a magnetic brand around it doesn’t have to be overwhelming. In this workshop we’ll break down who you want to serve as well as your “why.”</p> <p>During this workshop, participants will leave with more clarity regarding:</p> <ol style="list-style-type: none"> 1. Who your ideal target audience is and why. 2. Building a memorable brand surrounding your niche, also known as, your secret sauce. 3. Strategies on finding clients in your niche. 		
Break	Visit with Vendors	11:15 a.m. – 11:45 a.m.
Lunch South Ballroom	Lunch Provided with Closing Remarks	11:45 a.m. – 1:00 p.m.
<p>Immediately following lunch, Conference Chair Nancy Grant will present some closing remarks, announce our final door prize winners, and discuss our 2023 conference.</p>		
General Session South Ballroom	Closing Keynote Mason Gates, Recruitment Evangelist Indeed	1:00 p.m. – 2:00 p.m.
<p style="text-align: center;">The Indeed Universe: Inside the World’s #1 Job Search Platform</p> <p>Employment is being redefined daily across all strata of work. The workforce of tomorrow is also changing and iterating by the year, not the generation. Simultaneously, technology and data are allowing a better understanding of effective and efficient employment and hiring practices. Indeed is at the forefront of this job, hiring, and technological process. Mason will bring his knowledge of Indeed’s world and share data, stories, and anecdotes of how tomorrow’s workplace can benefit by understanding how the #1 job site in the world operates. By embracing and applying this new understanding and mindset of how Indeed works, everyone can succeed together.</p> <p>Attendees will gain:</p> <ol style="list-style-type: none"> 1. A better understanding of all aspects of the Indeed ecosystem. 2. Be able to better connect with and communicate more effectively about Indeed’s algorithms and processes. 3. Walk away with a deeper understanding of data and information that is driving the current employment climate and how to assimilate. <p><i>Mason Gates is an award-winning entrepreneur with more than 25 years of experience in assisting talent and companies find one another. Currently, at Indeed’s Global Idea Center, Mason assists some of the top companies in the world optimize their talent acquisition programs through data, science, and deep consultation. Prior to Indeed, Mason has been a founder/developer at such visionary businesses as JobDirect.com, Internships.com, and GradLeaders.</i></p> <p><i>A frequent writer, presenter, and speaker about entrepreneurship, workforce development, and talent acquisition strategies, Mason has also been certified by the Kaufmann Institute to teach FastTrac NewVenture classes to entrepreneurs. He currently is an advisor to Radford University’s College of Business and Economics where he has been awarded the Outstanding Service. Additional awards and recognitions include the prestigious Virginia Museum of Fine Arts Muse award for creativity in business.</i></p> <p><i>He currently lives with his wife, Jenny, on a boat on Lake Travis, just outside of Austin.</i></p>		