



Conference Programming Overview

Colorado Springs, CO – September 21-23, 2023



Day One

Microsoft Word Resume Design Secrets Unlocked | Michelle Dumas, NCRW, NCOPE, CPRW

In *Microsoft Word Resume Design Secrets Unlocked*, attendees will learn techniques to write ATS-compatible resumes that incorporate modern resume design trends. From color to graphics, charts to graphs, this interactive workshop will teach writers to harness MS Word's powerful and built-in design capabilities to write appealing, attention-getting, graphically enhanced resumes. (Separate Preconference Registration Required)

Keynote Presentation: How the Creator Economy is Transforming Job Search | Austin Henline

As an Associate Digital Growth Manager and former Marketer at LinkedIn, keynote speaker, Austin Henlin, developed a deep understanding of LinkedIn's products and features. Austin will discuss how content creation has transformed job search and share his framework for generating content that establishes thought leadership and builds a community of supporters instrumental to remaining top-of-mind and providing candidates with a strong competitive advantage.

"You're Doing It Wrong! Writing for Board Candidates – How to Position C-Level Executives for Corporate Board Appointments" | Adam Zajac, NCRW & Brittney Ripley, NCRW, NCOPE

Do your C-level executive clients want to serve on a corporate board? If you write for corporate board candidates, chances are, you are doing it wrong. This presentation aims to fix that by demystifying the corporate board space, explaining key differences between qualifications for senior executive and board director roles at publicly traded companies, and presenting proven strategies to effectively position your clients for board service. We will explore board profile writing and formatting (resume, biography, and other essential documents), review positioning techniques, and discuss how you can evaluate your clients for, and coach them on, board service opportunities.

Opening Reception | Annette Richmond, NRWA Membership Chair takes the lead in welcoming conference attendees to Colorado Springs with fun activities to kick off our first night of networking.

Day Two

The Rise of AI in Resumes: Will Machines Take Over Resume Writing | James Spellos

You can use artificial intelligence to write a resume for work. There are AI-powered resume builders and job application tools that can help you create a professional resume by analyzing job descriptions and your own information. Wait a minute. That description (and maybe the title, too?) was written by Artificial Intelligence. But can AI truly create a professional resume? How much of the human element and nuance of interpersonal interaction is lost when a machine cranks out content? ChatGPT has exploded onto the scene, generating excitement and fear in almost every discipline, including ours.

"The NCRW Game Show" | Norine Dagliano, NCRW, NCOPE

Learning about grammar rules and résumé standards and best practices doesn't have to be dry and bore you to tears. If you love watching game shows like Jeopardy! and Family Feud while shouting the answers from the safety of your living room, or are a language lover, grammar geek, and logophile, this session is for you. Through this fast-pace, interactive session, you'll have a chance to win prizes while competing in games such as *Everyone Needs an Editor*, *What's Wrong With This Sentence*, *Study Guide Trivia*, and *What's That Word*.

Build a Better Resume: Positioning Your Client for Success

Sara C. Timm, NCRW, NCOPE, CPRW & Annette Richmond, MA, NCOPE, CMRW 

Today's job market is highly competitive, and employers are looking for the best when it comes to job applicants. You need to have the skills and knowledge necessary to write effective resumes that will get your clients noticed.

Build a Better Resume: Positioning Your Client for Success provides an in-depth exploration of how to write effective resumes. We cover instruction on how to structure resumes, determine appropriate content to include, and unique ATS-friendly elements that can be added for a great first impression. You will walk away with an understanding of how to best position your clients for success through accomplishment-based, compelling resumes by leveraging language, keywords, and visually appealing formats for maximum impact.

Your Essential Digital Toolbox: Making the Most of Tech Tools to Enhance Your Productivity | James Spellos

Apps, web resources, digital shortcuts...there are thousands of tools and services out there for you to use. But which ones are the ones that can really save the day? How can you build that essential digital toolbox which always can provide the right tool for each job...one where most of the tools are completely free? Whether you're trying to build an app (yes, you can do that for free) or ensure that your organization can optimize their workflow, or whether you just want to be able to do something quicker and easier, this session is essential to enhance your productivity.

From the Desk of HR: What Recruiters and Hiring Managers Really Pay Attention to on Your Client's Resume

Ricklyn Woods, SHRM-SCP, SPHR, PHRca 

Both resume writers and their clients need to understand how the recruiting process works. This session will provide insider insight "From the HR Desk" and give attendees a behind the scenes peek into an organization's recruitment process. Professional resume writers know that on average recruiters spend 6-7 seconds reviewing an applicant's resume before deciding about the applicant's candidacy for the position. Yet even applicants who use professionally written resumes do not land interviews. This session will explain how to ensure both the recruiter AND the hiring manager see your client as their ideal candidate.

Optimizing Your Business through a CRM System | Dr. Heather Rothbauer-Wanish, CPRW, PhD

Do you love writing resumes but don't enjoy the 'business' side of things? If you are looking for a way to maximize your time, ease your business processes, and streamline all aspects of your projects, then a CRM system is your answer.

A CRM system is a way for you to centralize the things that you do for each client, from an automated welcome email to an invoice. In fact, these tools can give you 3-5 hours back each week just by optimizing your client touches.

By choosing the correct CRM system, you can set-up automation tools, coordinate the follow-up process, encourage online reviews, and increase referrals. If you're ready to go to the next-level in your business without breaking the bank, this session will show you how to choose the correct CRM program and will show you a detailed tour of HoneyBook—an adaptable, yet robust system that will allow you to have EVERYTHING in one place.

"How to Write AI/ML-friendly LinkedIn Profiles" | Thomas Powner, CPRW, CEIP, NCOPE

Technology continually impacts our lives and how we communicate, share, connect, and stay informed. Our industry has seen this first-hand with job boards, ATSS, digital job applications, LinkedIn networking, and using social media to market ourselves all to connect to career opportunities. You would be living under a rock if you had not heard how Artificial Intelligence (AI) is the next technology to disrupt businesses and replace people. LinkedIn is owned by Microsoft (MS), and MS has a massive investment in ChatGPT AI, which they will leverage with LinkedIn; it's a prearranged marriage. AI and Machine Learning (ML) already power LinkedIn's database and search, but it will soon get a steroid boost as AI is rapidly pushed forward and MS infuses ChatGPT into the mix. This course is not about ChatGPT, but how to make a profile that works well with AI and how we can guide our clients to impact what LinkedIn's ML knows about us to help us hit our targets.

LinkedIn for Business Growth: Creating Magnetic Content to Attract More Opportunities

Chelsea Jay, NCRW, NCOPE, CPCC

You know that LinkedIn is an essential marketing tool for your clients, but when was the last time you spent time on optimizing your own? As a Resume Writer/Career Coach it is important to practice what we preach when working with clients. Your social media profiles are the best representation of your skills, abilities, and beliefs when it comes to self-advocacy and marketing. As a business owner, your LinkedIn profile should be continuously attracting your ideal clients, media opportunities, and partnerships. LinkedIn is filled with so much opportunity when utilized with intention. In this workshop, you'll walk away with an attention-grabbing headline, optimized content, and tips for creating engaging posts to target your ideal clients. Your profile will truly be "click-worthy." and magnetic. You'll get feedback directly from me along with your colleagues!

Are You Ready to Take Your Business to the Next Level? Creating the Plan That Will Take You There

Lorraine Beaman, NCRW, ACRW, ACC 

Are you a resume writer/career coach who is constantly working to improve selling, customer service, and professional writing/coaching skills but does not generate the income or rewards you want? Does the idea of creating a business plan bring a vision of hours of tedious work that will only put you further behind in your efforts to generate business/meet project deadlines? In business, a failure to plan is a plan to fail. Failing to update that plan can have the same outcome.

During this session, you will create a business plan with the help of the presenter and other attendees. Attendees will be encouraged to establish post-conference accountability pods to support the implementation of their plans and schedule a free one-on-one session with the presenter after the conference.

Evening Excursions: Choose between two optional activities, the [Garden of the Gods](#) or dinner at the [Flying W Ranch](#).

Day Three

Age Discrimination – Ultimate Fight-Back Guide for Your Clients | Dawn Rasmussen

Many of our clients are passing a critical age threshold and are feeling the effects of age discrimination. How can we, as their trusted career advisors, help them overcome employer or hiring manager bias? Help your clients using these ultimate age-discrimination fight-back tips. This session will help you not only write away potential points of discrimination in client resumes but also coach them into feeling empowered in the workplace while finding their next job. You will gain hands-on helpful tactics that will elevate them in their job search.

Red Flag Clients, Setting Boundaries, and Bringing Balance into your Business | Chelsea Jay, NCRW, NCOPE, CPCC

We wear many hats in our personal and professional lives that can quickly create burnout and resentment if we're not intentional with the actions we take on a daily basis. Accepting difficult clients (a.k.a PITAS), forgetting to establish boundaries, and not prioritizing balance is a recipe for disaster. You created your business for the purpose of living fully, thriving, and excelling in your zone of genius. In this presentation, Chelsea Jay will guide you through the common mistakes business owners make when it comes to attracting and accepting the wrong clients, not standing firm in your boundaries, and wearing the "work-aholic" badge with pride. She will give you tips and strategies for taking back control and establishing habits that help prevent frustration in your business.

Beyond the Resume: Create a Client Solution by Developing a Program that Meets the Complex Needs of Your Ideal Client and Watch Your Revenue and Reputation Grow! | Cathy Lanzalaco, NCOPE, CPCC, CPRW

Go beyond a traditional package of career marketing documents and provide a one-stop solution for your clients by developing your own proprietary program. A program should address the needs of your ideal clients and be a showcase for what you do best. It is always easier to keep a client than gain new ones, so learn how to create a full complement of products and services that meets the complex needs of your ideal clients and keep them close to you. A program vs. a handful of documents is a higher value offering to your clients and the investment point aligned with that value will also drive your business revenue.

Grow Your Personal Brand and Business with Content Creation Strategies | Annette Richmond, MA, NCOPE, CMRW

Are you struggling to go beyond text-only posts on LinkedIn? Know you should be recording videos but haven't even uploaded your LinkedIn profile video yet? It's time to change that. Learn how to create engaging content that will boost your visibility, attract potential clients, and enhance your standing as a thought leader on LinkedIn. It's easier than you think to produce appealing content that will help you stand out.



Included in hybrid conference format.