



Detailed Conference Agenda

Please note – All times listed are Eastern Standard Time Zone

DAY ONE Monday – September 20, 2021		
	Check in to Lobby	10:30 a.m. – 11:00 a.m.
Welcome! You made it! Spend some time navigating the website to see what our conference is all about.		
General Session	Keynote Presentation: Dr. Dawn Graham " 10 Trends Impacting Job Seekers in the Future of Work"	11:00 a.m. – 12:30 p.m.
The future of work is here and rapid change in the workplace is the new normal. The way we interact, learn, work, transition and progress are becoming more complex, and all these changes are reflected in careers and the job search. Topics covered by Dawn include Marketplace Changes, Building Career Resilience, The Changing Role of Coaches, and Strategies to Engage with Clients.		
Break	Break / Networking	12:30 p.m. – 1:15 p.m.
Concurrent Session 1 of 2	Minimize the White Space By Maximizing the Black Ink: 4 Ways to Represent the Underrepresented Elizabeth Carter	1:15 p.m. – 2:45 p.m.
When will there be a “Life Happens” section in a resume template? Probably never, which puts many at a disadvantage. The increased automation in the recruiting process is knocking out more minorities. The algorithms of college name and completion and start, stop, start, stop dates of jobs, put them at a disadvantage because of life. There is more focus on the gaps, aka the white spaces on the page and the assumptions of what was happening in the time frames not accounted for, than what is articulated through the black ink of the actual words on the pages. But does the ink display value, contribution, growth, and excellence? Is it enough to override the white spaces, such that the employer will extend the opportunity? This is where help is needed. We need to change the mindset, have clients describe their value in a qualitative way if there are no quantitative metrics, create quantitative metrics to monitor against for prospective opportunities, and minimize the white space on the paper. <p>Three key takeaways from this session include:</p> <ul style="list-style-type: none"> • What hiring managers are really thinking when they see gaps in a resume. • The challenges many have in articulating value, improvement, or transformation in their role. • A system to collect F.A.C.T.s that will improve your clients’ attractiveness to an employer. 		
Concurrent Session 2 of 2	Unveiling the Superhero: Tips for Getting the Hidden Info with Client Intakes Sharyn Grose	1:15 p.m. – 2:45 p.m.
You want to market your client as the superhero. Not just someone who gets the job done, but who can go above and beyond to solve problems, innovate ideas, and promote growth. Let’s face it, competition can be tough, so you need to market your client well. At the heart of the superhero is their story. The story of how their strengths can be used for good. That’s where we come in as resume writers. We have to empower the reluctant hero into a fully realized candidate that stands above the rest. People are not always comfortable talking about themselves, able to realize the extent of their powers, or rise above the mundane to highlight what is important. These tips and strategies supercharge your intake process to pull the extraordinary out of the ordinary and reveal how much of a superhero your client is. <p>Three key takeaways from this session include:</p> <ul style="list-style-type: none"> • How to educate the client in the intake process so they know the difference between duties and accomplishments. • How to build rapport so the client is more comfortable revealing themselves and you bring out the client’s best attributes. • Why you should be inquisitive even beyond the client’s work life to uncover the uniqueness of the client. 		
Break	Visit with Vendors in Expo	2:45 p.m. – 3:30 p.m.
Check out our vendors located in the expo.		

Concurrent Session 1 of 2	Creating Amazing Charts and Graphs in Microsoft Word Marie Plett	3:30 p.m. – 5:00 p.m.
<p>Nothing makes a job seeker's accomplishments jump off the page more than an impactful chart or graph. Through this deep-dive presentation, Marie will share all her best tips and tricks for creating unique and stunning graphs and charts.</p> <p>Three key takeaways from this session include:</p> <ul style="list-style-type: none"> • How to expertly design charts of every kind. • How to easily work around MS Word's charting issues. • How to include unique design elements that spice up or personalize the presentation. 		
Concurrent Session 2 of 2	How to Successfully Network in the Virtual World Laura Bashore	3:30 p.m. – 5:00 p.m.
<p>Have you been putting the growth of your business on hold? Are you waiting until we get back to in-person meetings to network? Why not learn how to create meaningful and profitable connections in the virtual realm?</p> <p>Three key takeaways from this session include:</p> <ul style="list-style-type: none"> • How to find the "right" connections to expand your network. • How to make the first approach and show the value in your connection. • Why growing your network is essential. 		
Expo	Visit with Vendors in Expo	5:00 p.m. – 6:00 p.m.
Networking Session	Welcome Reception / Networking	6:00 p.m. – 7:00 p.m.
<p>Join us for a luau-themed networking event. Grab your leis, a cool cocktail, and come chat with others about the first day of conference. Hosted by Membership Chair Annette Richmond. Details on how to join will be listed under the networking tab.</p>		
DAY TWO Tuesday – September 21, 2021		
Networking Session	Morning Meet Up West Coast Early Risers / East Coast Coffee Break	10:00 a.m. – 10:30 a.m.
<p>Grab a cup of coffee or a mid-morning snack and join us for some one-on-one networking. You will be matched up for 5+ minutes of professional speed networking with other conference attendees. Details available under the Networking tab.</p>		
Concurrent Session 1 of 2	Paving The Way for Student and New Graduate Success: Best Practices and Tips for College Career Center Professionals in 2021 and Beyond Brandi Munoz & Gabrielle Thomas	10:30 a.m. – 11:30 a.m.
<p>As employers begin to re-emerge and we continue to navigate a virtual recruiting landscape, college and career centers must be prepared to equip job seekers with a variety of skills including resume/cover letter writing, LinkedIn profile creation, virtual interviews, and offer negotiation. Resources often vary across universities but in this presentation, we will walk you through universal strategies that will position students and clients for success and help them articulate their value add. We will also discuss other ways college/career centers can help increase job placement rates including in-house/external job boards, internship opportunities, student/alumni engagement program ideas, alumni network cultivation, and research-informed advising approaches. After the presentation, we will leave time for a Q&A and brainstorming session, so the group can share best practices that align with the topics shared.</p> <p>Three key takeaways from this session include:</p> <ul style="list-style-type: none"> • How to best equip students and job seekers to navigate the current hiring landscape. • What resources and strategies are available to college/career centers to increase job placement rates. • Resume writing strategies that articulate value add and position job seekers (students/clients) for success. 		
Concurrent Session 2 of 2	Add Interview Coaching Services to Improve Your Clients' Success and Grow Your Bottom Line Paula Christensen	10:30 a.m. – 11:30 a.m.
<p>As a professional resume writer, you work hard to provide succinct, powerful, and targeted resumes. After you take the time to get to know your clients and thoroughly understand the roles they are targeting, providing mock interview practice is easier than you might think. Paula will discuss client prework, job posting analysis, targeted interview questions, interview response techniques, salary negotiation tips, and suggested post-interview follow-up methods. This presentation will put you on the path to delivering individualized coaching sessions that help your clients be memorable and convey their value to land jobs they love.</p> <p>Three key takeaways from this session include:</p> <ul style="list-style-type: none"> • Learn different types of interviews and common questions your clients might encounter. • Understand how to structure your mock interview sessions. • Uncover resources to improve your interviewing and feedback skills. 		
Break	Door Prizes in the Lobby	11:30 a.m. – 12:00 p.m.
<p>Drawings for door prizes will take place during this time and winning names will be posted on our news feed in the lobby. Do not worry if you miss it, you can go back and scroll through the posts to see if you won.</p>		

General Session	NRWA Business Meeting & ROAR Award Recognition	12:00 p.m. – 12:30 p.m.
President, Kathi Fuller will share the latest on the NRWA and some board member recognition. Immediate Past President, Lorraine Beaman will announce our ROAR Award Winners.		
General Session	Personal Pronouns in Resume Writing Brandi Munoz	12:30 p.m. – 1:15 p.m.
Gender pronouns are an important part of communication. They take the place of nouns, such as names, and allow people to share information about themselves. This session will help writers bring awareness to the importance of respecting the preferred gender identity of clients and peers in the workplace. A person's gender identity is no longer restricted to the sex they were assigned at birth. Understanding why gender pronouns are used to describe one's preferred gender identification and where the pronouns should go on a resume will help to enable more inclusive writing practices. Three key takeaways from this session include:		
<ul style="list-style-type: none"> • What it means to be gender nonconforming. • How to go about sharing your pronouns in a professional setting. • How to list personal pronouns on a resume and other professional branding documents. 		
Break	Grab a Bite and Visit with Vendors in Expo	1:15 p.m. – 2:00 p.m.
Concurrent Session 1 of 2	Writing Board of Director Resumes: How to Position Your Executive Clients to Win Board Seats Michelle Dumas	2:00 p.m. – 3:00 p.m.
Are you turning away executive clients seeking a board of director resume because you don't feel confident writing one? If so, you are needlessly missing out on a lucrative niche. In this presentation, Michelle will answer all your questions and dispel the many myths and misunderstandings about board resumes. Topics covered will include the must-know differences between nonprofit and corporate boards, the ways in which board resumes differ from other executive resumes, how board candidates are selected, and the key qualifications that are sought in board candidates. Then, using examples, Michelle will show you how to craft a board of directors resume that will position your executive clients competitively to win the most desirable board seats. You will come away from this presentation with increased confidence and the knowledge you need to write standout and results-generating board of director resumes. Three key takeaways from this session include:		
<ul style="list-style-type: none"> • Ways in which board of director resumes are different from other executive resumes (and the ways they are the same!). • How to define and showcase a unique value proposition that will competitively position your client to win desirable board seats. • The most in-demand board qualifications and best practices for crafting a resume that highlights them 		
Concurrent Session 2 of 2	Is Your Website Working FOR or AGAINST You? 5 Ways Your Website Could Be Losing Sales That You May Not Even Know About Rebecca Metz	2:00 p.m. – 3:00 p.m.
If your website is not getting you the sales that you need for your business, there might be some key components that are missing. In this session participants will walk away with easily implementable tools that will increase trust with their website visitors, resources that they can incorporate to decrease the administrative time that they take with interested prospects, and manageable tips to increase conversion on their website. Rebecca will also cover tools and resources to identify what might be holding your website back, a formula for taking a website visitor from interest to sale, and easy to implement tools and resources that will build trust and convert sales by making it easy to understand you and your service offerings. Three key takeaways from this session include:		
<ul style="list-style-type: none"> • How to apply available resources to your unique business. • Tools to communicate your own unique selling proposition. • A guide that will help you choose which trust building and sales conversing tools and resources will serve your business. 		
Break	Vendor Time /Door Prizes in the Lobby	3:00 p.m. – 3:30 p.m.
General Session	Writing LinkedIn Profiles with Personality Louise Kursmark	3:30 p.m. – 5:00 p.m.
LinkedIn profiles are just as important—some would say even more important—than a resume. Yet it can be a struggle to write your client's profile without repeating what you just wrote in the resume. Offering multiple strategies, fresh ideas, and diverse examples, Louise Kursmark will give you the tools and inspiration you need to perk up your profile writing and infuse your client's personality into this essential career marketing tool. Three key takeaways from this session include:		
<ul style="list-style-type: none"> • Strategies for writing powerful and effective headlines (without driving yourself crazy). • Storytelling styles and techniques that will help you develop unique, personal, and powerful About sections. • Multiple approaches for writing Experience sections that are different from the resume. 		
Break	Grab a Bite and Visit with Vendors in Expo	5:00 p.m. – 6:00 p.m.
Networking Session	Open "Office Hours"	6:00 p.m. – 7:30 p.m.
Bring your burning business issues for some peer-to-peer professional information sharing. We will break out into smaller groups and engage in discussions to address your hot topics and business barriers.		

DAY THREE | Wednesday – September 22, 2021

Networking Session	Morning Meet Up West Coast Early Risers / East Coast Coffee Break	9:30 a.m. – 10:30 a.m.
Grab a cup of coffee or a mid-morning snack and join us for some one-on-one networking. You will be matched up for 5+ minutes of professional speed networking with other conference attendees. Details available under the Networking tab.		
Concurrent Session 1 of 2	Hindsight is 2020: 10 Things Every New Business Owner Needs to Know! Chelsea Jay	10:30 a.m. – 11:30 a.m.
<p>Embarking on the journey of entrepreneurship can be exciting, draining, exhausting, and rewarding all at the same time. Building a business that you are proud of, enjoy, and is impactful takes time, effort, and most times lots of trial and error. If you're a new business owner, at some point you've felt defeated, confused, and directionless. You're not alone and your feelings are valid. In a world where only the glitz and glam of business is showcased, it's easy to forget about the struggles everyone else faced during the early stages. In this presentation you will learn the top-10 business lessons that Chelsea Jay learned the hard way (from trial and error). She will cover topics such as how to choose a niche, finding and growing your audience, choosing a mentor, finding your unique voice in the industry, implementing systems to avoid burnout, and so much more! You will not want to miss this session.</p> <p>Three key takeaways from this session include:</p> <ul style="list-style-type: none"> • Walk away feeling more empowered and confident in your business. • Clearly define what "success" means to you. • Know what systems you should put in place to increase your efficiency and avoid burnout. 		
Concurrent Session 2 of 2	Get Out of Your Comfort Zone & Generate More Money Understanding Federal Resume Writing Services Ellen Steverson & Nancy Segal	10:30 a.m. – 11:30 a.m.
<p>This session focuses on a lucrative way to expand your business by adding federal resume writing to your offerings. The federal government is the largest employer in America with 9.1M workers and comprises nearly 6% of all U.S. employment. Federal resumes are different from private-sector resumes. We will review the differences and similarities of federal and private-sector resumes, explain how to introduce them as part of your services and outline 3 ways to generate more income when you can offer federal resume writing services. Regardless of whether attendees decide to offer these services, all career professionals should understand federal vs. private sector resumes to better educate and serve clients. Join us in a lively conversation on understanding federal resumes so you can adequately guide clients, build their trust as an expert, and expand your business. This session will provide information for those serving any job seeker, from career center experts to business owners. It's important to understand America's largest employer and the differences (and the reasonings) between federal and private-sector resumes.</p> <p>Three key takeaways from this session include:</p> <ul style="list-style-type: none"> • Key differences and similarities between federal and private-sector resumes and reasons why. • How to have better conversations with clients about federal writing services and job opportunities. • Sustain and grow your business with 3 different ways to integrate federal resume writing services into your offerings. 		
Expo / Vendor / Break	Vendor Expo	11:30 a.m. – 12:15 p.m.
General Session	Transform Your Business through Automation: A Guide to Small Business CRMs Kari Solomon	12:15 pm – 1:30 pm
<p>Do you spend a lot of time doing repetitive tasks for your business? Have you ever forgotten a task for a client? Do you wish your client interactions looked more professional? If so, it is time to automate your processes with a CRM (Customer Relationship Management) system. Kari Solomon, a professional resume writer since 2009, recently transformed her side hustle to a full-time endeavor, increasing the number of clients she could serve by implementing a CRM. Kari realized that managing her business with piecemeal spreadsheets, databases, and email systems, just was not cutting it. She needed to put systems in place that would allow her to save time through automation and ensure that pieces of her client's journey did not fall through the cracks. In this presentation, Kari will review a few of the CRMs for solopreneurs and small businesses that she considered and some key features especially important to resume writers (including a demo of those features in her CRM, HoneyBook). She also hopes to eliminate some of the frustration of setting up a new CRM system, by discussing the building blocks needed for CRMs. Additionally, attendees will have the opportunity to begin mapping their client journey in preparation for implementing CRM workflows.</p> <p>Three key takeaways from this session include:</p> <ul style="list-style-type: none"> • Why a CRM is important to a successful resume writing practice. • Which CRMs are ideal for solopreneurs and small businesses, and how to evaluate them. • What building blocks you need to have in place when setting up your CRM. 		
Break	Break	1:30 p.m. – 2:00 p.m.

Concurrent Session 1 of 2	How to Leverage Blog Writing, Digital Strategy, & Media to Drive ROI for Your Resume Business Wendi Weiner	2:00 p.m. – 3:30 p.m.
<p>Are you struggling to create a social media and content marketing strategy that generates a pipeline of consistent clients and revenue streams each month for your resume business, even during a tumultuous or unpredictable economy? Wendi Weiner's media presence has garnered her significant client lead-generation, contributor columns in major media outlets, invites to speak at global conferences, and blue-check verification across the largest platforms. Wendi will share her best practice tips on creating a winning digital marketing strategy that drives pipelines of clients to you while taking your resume business to the next level.</p> <p>Four key takeaways from this session include:</p> <ul style="list-style-type: none"> • How to plan out your marketing strategy effectively across all social media channels to increase your visibility, attract new clients, and grow your sales. • Ways to use client testimonials and client feedback to boost your business ROI. • How to leverage blog content and other marketing strategies to increase your speaking and media opportunities. • How to gain more traction for your expertise on social media as well as how to participate in Twitter chats and other events (podcasts, radio shows, live summits) to increase your visibility. 		
Concurrent Session 2 of 2	Relaunching Careers: Write Resumes, Cover Letters, and LinkedIn Profiles to Help Job Seekers Return to the Workforce After an Extended Break Anne Barnwell	2:00 p.m. – 3:30 p.m.
<p>In 2020, more than 2.2 million women left the workforce to care for their families during COVID. These women, in addition to millions of others already out of the workforce, will need professionally written and well positioned resumes to help them return to meaningful employment.</p> <p>Three key takeaways from this session include:</p> <ul style="list-style-type: none"> • Three different approaches to address a career break within a resume. • Different elements that can be included to make the resume stronger for someone with a significant break. • Steps to strengthen the LinkedIn profile as well as other services to help clients. 		
Break	Door Prizes in the Conference Lobby	3:30 p.m. – 4:00 pm
Awards Ceremony	Closing Reception - NRWA Member Awards & Networking	4:00 p.m. – 4:45 p.m.
<p>President Kathi Fuller has the moment you have been waiting for! Join us as the Vivian Belen & Industry Hero Awards are announced and presented.</p>		
DAY FOUR Thursday – September 23, 2021		
Networking Session	West Coast Early Risers / East Coast Coffee Break	10:00 a.m. – 11:00 a.m.
Concurrent Session 1 of 2	Navigating the NCRW Process Sara Timm & Kathy Keshemberg	11:00 a.m. – 12:00 p.m.
<p>Is obtaining the NCRW credential on your goal list? Or are you interested in knowing more about what it takes to become certified? If you answered yes, then this session is for you. Sara will share her journey to earning her NCRW – the ups, downs, and “stick-to-it” attitude that allowed her to pass the exam. Kathy will outline strategies for preparing your sample submission, insider secrets about what the graders are looking for, and what happens behind the scenes during the grading of both samples and tests. From gaining confidence in your writing to the marketing advantage certification provides, obtaining the NCRW certification is a beneficial endeavor.</p> <p>Three key takeaways from this session include:</p> <ul style="list-style-type: none"> • Isn't the NCRW difficult to obtain? No! This long-standing myth will be dispelled and the benefits of holding the NCRW outlined. • What does it take to get through the process? Learn how to get a “ready” on your sample (at least 60% of samples aren't ready on first submission!) • What will I be graded on? Obtain the actual grading documents for both sample and exam so you'll know precisely what the graders want to see. 		
Concurrent Session 2 of 2	5 Small Business Secrets for Landing Lucrative Corporate Contracts Laura Labovich	11:00 a.m. – 12:00 p.m.
<p>Do you wish you could sell to corporate, but can't seem to crack the code? Are you feeling drained selling to individuals and trading “dollars for hours,” knowing it would be more lucrative to sell your services to a larger buyer? For small business owners, landing a corporate contract can be a game-changer. If you've never done it, it may seem scary. But, if you know the secret sauce, it's not impossible or even improbable.</p> <p>Three key takeaways from this session include:</p> <ul style="list-style-type: none"> • How to land that very first, and all-important, corporate contract. • How to identify strategic partners that can help you open previously closed doors. • What a trigger event is and what it can do for your business. 		
Break	Door Prizes in the Conference Lobby	12:00 p.m. – 12:30 p.m.

General Session	Closing Remarks	12:30 p.m. – 12:45 p.m.
Conference Chair Nancy Grant has some closing remarks leading into our final session.		
General Session	The ABCs of the ATS Crystal Chisholm	12:45 p.m. – 2:15 p.m.
<p>The ATS (Applicant Tracking System) also known as the gatekeeper to recruiters, lies between every job applicant and their ideal opportunity. Studies have shown that up to 75% of resumes are dumped and never seen by a real human being. But you have the power to change this narrative. During this LIVE presentation, you will learn effective and practical ways to finesse the ATS.</p> <p>Three key takeaways from this session include:</p> <ul style="list-style-type: none"> • Discover how to design ATS-compatible resumes that get past the software and into the hands of a recruiter. • Gain insight into common backend settings that are used to filter out applicants and how to avoid them. • Learn the similarities and differences between the job board vs. ATS software. 		