



Listed below is an updated compilation of career center (17) and job seeker webinars (63) totaling over 80 hours of knowledge at your disposal. We hope that you will use this “webinar library” as a strong resource for you and your job seekers. As always, we are here to make your job easier while assisting in taking the guesswork out of finding a job for your job seekers.

Thanks so much to all of our outstanding presenters who invested their passion and time to assist so many.

If there are any webinar topics you would like us to entertain for you or your team, please contact us and we will do our best to “make it happen” for you. Below are the webinar recordings followed by the description of each.

JOB SEEKER WEBINARS:

[Webinar-How To Transition Your Career Successfully With Confidence - Leticia DeSuze](#)

[How To Thrive & Become Eternally Employable In Todays Economy - Bruncha Milaszewski](#)

[3 Steps to Your Fulfilling Career Change - Rikk Hansen](#)

[Job Seeker Webinar: 4 Easy Steps To Enhance & Succeed In Your Employment Life- Bill Lins](#)

[Webinar Job Seeker-Should You Hire Yourself - How to Start a Business - Sue Riehle](#)

[Webinar Job Seeker - Reaching The Decision Maker Creating Interviews LinkedIn - Richard Kirby](#)

[Branding Yourself To Advance In Your Career - Tara Orchard](#)

[Webinar Job Seeker-Emotional Intelligence Your Job Search Advantage - Patricia Edwards](#)

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[No Fear Networking How To Be A Networking Pro - Kristina Gavigan](#)

[Webinar Job Seeker-Using LinkedIn to Get Hired & Noticed Now - kelly Quattlebaum](#)

[The Hard Facts about Your Soft Skills - Dan Jourdan](#)

[3 Secrets for No Pain Networking Success - Alfred Poor](#)

[Seven Tools HR Uses To Cut You - Donna Shannon](#)

[Conquering Interviewing Fears Now - Susan Riehle](#)

[Questions to Ask On an Interview To Get Hired NOW-Bill Lins](#)

[How To Communicate For The Offer & Success In The Workplace-Moe Glenner](#)

[Is Your Resume Saying What You Think It Is-Susan Riehle](#)

[Tips To Stay Motivated In Your Job Search-Donna Shannon](#)

[Having Financial Success Before & After You Land The Job-Tana Gildea](#)

[How to Ace The Most Asked Interview Questions - Bill Lins](#)

[The Ins & Outs of Working With A Recruiter - Marianne Grady](#)

[**Increasing Offers From Your Interviews NOW Eliminating Your Competition - Susan Riehle**](#)

[**The Power of Networking - Alfred Poor**](#)



[Top 5 Reasons Job Seekers Aren't Getting Noticed & How To Correct It - Matt LeBlanc](#)

[Strategies That Work to Get The Offer NOW](#)

[How to Enhance Your Job Offer More Negotiating Like A Pro](#)

[How To Achieve Any Career Goal While Saving Time & Money](#)

[Job seeker webinar: Doing Better Than Fair At The Job Fair- Nick Nigro](#)

[How To Make Your Resume An Interview Magnet](#)

[Job Seeker Webinar: Is Entrepreneurship For You & How To Be Successful At It](#)

[Job Seeker Webinar: Jump Starting Your Job Search & Seizing Your Future Now](#)

[Job Seeker Webinar: Building A Cohesive Job Search Now](#)

[Job Seeker Webinar: Entrepreneurship 101 The Tools To Succeed In Business Now](#)

[Job Seeker Webinar: Getting Interviews With The Companies You Want Now](#)

[Job Seeker Webinar: How To Design A Fulfilling Career](#)

[Job Seeker Webinar: How To Get An Offer Using The WOW Interview](#)

[JobSeeker Webinar: How to Use Facebook & Twitter To Get Noticed & Hired Now](#)

[Job Seeker Webinar: Making Your Resume an Interview Magnet](#)

[Job Seeker Webinar: Mastering the Interview Process](#)

[Job Seeker Webinar: Networking To Get The Dream Job You Want NOW](#)

[Job Seeker Webinar: Personal Branding to Beat the Competition NOW](#)

[Job Seeker Webinar: Personal Branding To Get You Noticed & Hired Now](#)

[Job Seeker Webinar: Remaking Yourself To Get Hired Now](#)

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[Job Seeker Webinar: Top Secrets to Get More Interviews NOW](#)

[Job Seeker Webinar: Tracking Your Activity For More Results Now](#)

[Job Seeker Webinar: Turning Internships Into The Job You Want Now](#)

[Job Seeker Webinar: Turning Your Interviews Into Offers Now](#)

[Job Seeker Webinar: Exponentially Multiplying Your Chances of Finding and Landing the Job You Want](#)

[Job Seeker Webinar: How To Talk Your Way Into The Job You Want](#)

[JobSeeker Webinar: FindingYourSweetSpotToBecomeIrresistibleToEmployers](#)

[Job seeker webinar: Getting Interviews Now, Networking- using LinkedIn](#)

[Job Seeker Webinar: Get The Job You Want Even When No One Is Hiring-Ford Meyers](#)

[Job Seeker Webinar-Should You Hire Yourself- The Entrepreneurship Option-Bill Williams](#)

[Job Seeker Webinar: The Shameless Art of Self Promotion-Susan Young](#)

[Job Seeker Webinar: Is An Amazing Career In The Cards For You-Cathy Caprino](#)

[Job Seeker Webinar: Enhancing Yourself To Get What You Want Now-Rick Crain](#)

[Job Seeker Webinar: How To Apply Successfully For The Federal Government Now- Leigh Moore](#)

[Job Seeker Webinar: Using LinkedIn To Get Interviews Now-Jonathan Duarte](#)

[Job Seeker Webinar: Networking Like A Pro-Getting tomorrows Job Today-Bill Lins & Brian Hilliard](#)



[Job Seeker Webinar: How To Network With Confidence For Success-Amy Jensen](#)

[Job Seeker Webinar: How To Find Your Future & Control Your Destiny-Anita Best](#)

[Job Seeker Webinar: Listen Up For Your Next Job-The Art Of Listening To Get What You Want- Johnny Walker](#)

[Job Seeker Webinar: How To Avoid Being Discouraged While Finding Your Ideal Job-Tricia Molloy](#)

CAREER CENTER WEBINARS:

[Increasing Student Enrollment Numbers - Dave Wood](#)

[Overcoming the Challenges Military Job Seekers Have - Shirley Rowe](#)

[Career Center Webinar: The New Role of The College Career Center-Alfred Poor](#)

[Career Center Webinar: How To Help Job Seekers Who Want to Find Meaningful Work](#)

[Career Center Webinar: 3 Ways to Reach Students More Efficiently With Greater Impact](#)

[Career Center Webinar: 6 steps To Increase Student Participation](#)

[CareerCenterWebinar: The Match Game, Career Centers & Employers Working Together](#)

[CareerCenterWebinar: FiveKeyQuestionsforChoosingCareerAssessments](#)

[CenterWebinar: TrainingYourStudentstoSuccessfullyEmployLinkedin.wmv](#)

[Career Center Webinar: Enhancing Career Center Success Thru The Employer Interaction Formula](#)



[CareerCenterWebinar: Successfully Building A Career Center Student Internship Program](#)

[Career Center Webinar-When Student Dreams Turn Into Nightmares.wmv](#)

[Career Center Webinar: The Transition Theory: Why Students and Job Seekers Struggle-Jim Peacock](#)

[Career Center Webinar: Productive Parent Involvement-Peter Gudmundsson](#)

[Career Center Webinar-Integrating Career Services Into The Classroom & Beyond-Davita Bonner](#)

[Career Center Webinar- Chance Luck And Happenstance- Helping Students & Job Seekers Make The Most Of Unplanned Career Opportunities-Jim Peacock](#)

[Career Center Webinar: Closing The Skills Gap: Delivering On The Career Promise- Ann Cross](#)

JOB SEEKER WEBINARS DETAIL INFO:

Listed below is a compilation of career center and job seeker webinars. We hope that you will use this “webinar library” as a strong resource for you and your job seekers. As always, we are here to make your job easier while assisting in taking the guesswork out of finding a job for your job seekers. Thanks so much to all of our outstanding presenters who invested their passion and time to assist so many.

Title: How to Transition Your Career Successfully with Confidence - Leticia DeSuze

Voluntary or involuntary career transition can be stressful, fearful and tough! Wouldn't it be awesome if you knew how to do it successfully and take the fear out of making a change? If so, then you will not want to miss this webinar! Leticia DeSuze is an executive career coach who has worked with 1,000's of executives through job searches and career transitions over the last 9 years. She currently works with a global career services firm and is also the CEO of Beyond Potential, Inc. (www.beyondpotentialinc.org) an Atlanta-based non-profit

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organization that provides career development to underprivileged high school students. Leticia specializes in helping others transition seamlessly when seeking a change in employer, industry, or occupation.

Leticia will share and answer the following for you:

- * How do you successfully change careers?
- * How do you do something you've never done?
- * How do you approach decision makers and get their attention for the career you WANT?
- * How do you use all of your experience to qualify for your ideal role?

Title: How to Thrive & Become Eternally Employable in Today's Economy

Recently, an employee shared his hope that a level of stability would return to his work world.

My message is long-term stability and security in the world of work is gone. The social contract we knew that promised a job for life with a "good company" as long as you did all the "right things" is torn and shredded. Such guarantees are likely to never be seen again.

So, what CAN you do to ensure that you not only survive but actually thrive in the 21st century world of work? The answer lies in what I like to call your "EmQ" - or Employability Quotient.

This webinar will walk through 3 topics:

1. The change nature of work and the current global workplace
2. What is EmQ and how does it relate to your being able to successfully get and maintain a job.
3. Tips for enhancing your EmQ

Bruncha Milaszewski is the principal consultant at LifeCrafters LLC. She has years of experience as an educator, trainer, coach and facilitator both in the USA and the Middle East. Bruncha is a subject matter expert on career issues; workforce and leadership development programs and psychometric testing as it relates to talent management

Bruncha spent 11 years in the Abu Dhabi, United Arab Emirates as a training and development consultant across all six of the Gulf States.

She has also served as director at two colleges in the USA where she was responsible for the design, development and delivery of workforce development and training programs across many industry sectors.



Title: 3 Steps to Your Fulfilling Career Change

Launching in a new career direction can be challenging. Is it worth the risk? How about all I've invested in my current path? What if I don't have clarity about a better career fit? How do I market myself for a new career?

Rikk Hansen is a master career coach, and trainer of career coaches, who for the last 30 years has guided many hundreds of professionals making fulfilling career changes. He is author of the upcoming book, *On-Fire Again!; Nature's Map for Finding Your Career Calling at Any Age*, and Founder of Brilliant NEXT (www.BrightNext.com) where he supports people to discover work that feels like a Calling – and trains coaches in the art of guiding career reinvention (www.CallingCoach.Academy.)

Rikk will share a 3-Step framework to answer:

- When is it time to leave a career that sucks the life out of you?
- How do you find a more fulfilling career direction?
- What to do if you're stuck between multiple career options?
- How can you market your past experience to a new career?
- And more.

Title: 4 Easy Steps to enhance & Succeed In Your Employment Life – Bill Lins

Ask any successful individual and they will say, "If you want to be more successful and do it faster, you have to know how to network!" It is not just what you know, it's who you know. But how do you go about it? Where do you start? How do I get the confidence and have fun doing it?

This BRIEF but results driven webinar will cover all the above in addition to:

- *How to network the easy way in 4 simple steps
- *How to present yourself effectively in 10 seconds
- *How to be perceived as a "consultant" vs. just a job seeker in 10 seconds

Bill Lins has consulted over thousands of job seekers' along with assisting hundreds of corporations on hiring top talent in his over 25 years in the employment consulting profession. He has appeared several times on CBS, ABC, NBC, CNN and Fox networks concerning employment strategies and trends and is rated among the top 2% in the employment consulting profession.

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This webinar will be fun and educational.....or as we say at Jobs 4 All Now, an "edutaining" experience.

Title: Should You Hire Yourself? How to Start A Business & Keep It – Sue Riehle

Thinking of starting your own business?

Starting your own business is an appealing choice, but are you ready to take the risks? Maybe the lifestyle appeals to you or maybe you have a next 'killer' product idea. do you know why some are successful and many are not? The answers may surprise you. However, it's much better to get the knowledge now as opposed to after it's too late.

Susan Riehle, a 30 year educator, career advisor, public speaker, business founder and author of "Make Me an Offer I Can't Refuse", will talk you through the challenges of starting your own business, and keeping it moving forward.

Susan will share and answer the following for you :

- * The ABC's of marketing your product or service
- * Personal challenges to you and your family
- * How to make the living you want on your own
- * Starting a business that will last
- * And much more

Title: Reaching the Decision Maker & Creating Interviews w/ LinkedIn – Richard Kirby

Reaching the decision maker and getting more interviews faster. Wouldn't that be awesome if you knew how to do it? If you agree, then you will not want to miss this webinar!

Richard Kirby is an executive career consultant who has mentored hundreds of executives through job searches and career transitions over the last 15 years. He is the author of Fast Track Your Job Search (www.fasttrackyourjobsearch.com), the modern replacement for What Color Is Your Parachute, and founder of Executive Impact (www.executivecareerconsultant.com), a leading edge career consulting firm in Atlanta, GA. Richard empowers employed and unemployed executives who are seeking a change in employer, industry, or occupation.

Richard will share and answer the following for you:

- * How do you discover who the decision makers are?
- * How do you research them before you speak with them?
- * How do you approach decision makers and get their attention?



- * How do you determine if they would be good to work for?
- * And more

Title: Branding Yourself to Advance In Your Career – Tara Orchid

Successfully navigating the changing waters of today's unstable marketplace involves taking control of your own career trajectory. This is where a clearly defined professional brand comes in handy. By knowing yourself, determining where you want to go and communicating clearly to others you can gain a career advantage.

A well-articulated professional brand lets you define and refine your career and communicate who you are to others. Discover the advantage of understanding, cultivating, and promoting your brand to develop and to market your career. In this session, you will have an opportunity to learn:

- Why a professional Brand is more than just a marketing tool
- The core elements that contribute to Brand Development as both a career development and marketing tool.
- How To get Started Building and showcasing your brand

Our Presenter, Tara Orchard has helped people and organizations define and communicate who they are for over 18 years. She has worked as a private coach, a freelance writer and spent over 10 years as a career services coordinator in higher education. Tara has a Master's in Psychology and certifications that include Emotional Intelligence and MBTI (Myers-Briggs).

Title: Emotional Intelligence-Your Job Search Advantage – Patricia Edwards

What do employers hire for? It's not only skill, ability and experience. The "It" factor is Emotional Intelligence and it accounts for 74% of career success . Emotional Intelligence can be used by you to stand out against your competition - in your resume, LinkedIn profile and definitely in your interview. Learn from a former Fortune 200 company Recruiting and Talent Manager who now helps clients identify and market their strengths as well as their Emotional Intelligence to land their ideal careers.

What you will learn from this webinar:

- * What is emotional intelligence
- * Why it matters to employers and you
- * Incorporating emotional intelligence into your resume and linkedIn profiles
- * How to answer emotional intelligence interview questions

Our presenter, Patricia Edwards has invested over 25 years interviewing, hiring and developing high potential professionals while in senior Human Resources Manager roles for Fortune 200 companies. She has an extensive industry

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background including: financial services, customer service, architectural firms, healthcare, sales and service. Patricia has several degrees including a M.S. in Human Resources and is a certified Emotional Intelligence coach and trainer.

Title: No Fear Networking: How to Be A networking Pro NOW – Kristina Gaviagan

“I hate networking!” is a common sentiment uttered by frustrated job seekers and professionals alike. We know that building a strong network is beneficial to our careers but allow negative feelings of embarrassment, self-doubt and fear of rejection to prevent us from realizing our goals.

Our presenter, Kristina Gaviagan, will dissect networking fears and outline simple and effective strategies for eliminating anxiety to grow productive relationships from casual acquaintances to long term affiliations.

Kristina is a seasoned career development and higher education professional who has helped 1,000's of job seekers discover and launch their career paths in the business and technology fields. Kristina has built a vast network including hundreds of employer partners she leverages for recruiting relationships and business opportunities. A dedicated career coach, educator and relationship builder, she has won several awards for her work from recent college graduates to career changers, including the prestigious Ron Taylor Award for her outstanding achievements in career advisement and employment outcomes.

What You'll Learn:

- Why your current networking mindset is holding you back from great results
- How to harness the power of your own introversion for networking success
- Simple steps for deepening connections from casual acquaintances to long term affiliations
- How to master the “new” networking: strategies for a digital world

Title: Using LinkedIn to Get Hired & Noticed Now – Kelly Quattlebaum

Want to grab the attention of actual decision makers for your dream job? Interested in getting more interviews? Do you know how to increase your visibility so that recruiters for amazing companies that you've never even heard of can find you?

Social media trainer and national speaker Kelly Quattlebaum will share with you 5 tips to make your profile standout and 3 techniques to increase your visibility. Kelly is the Director of Marketing and National Accounts for CallMaX,

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a front end office solution for apartment communities nationwide. She has spoken at conferences & events worldwide concerning social media and is a LinkedIn expert.

If you want to reach more decision makers and get more interviews without "spinning your wheels", you will not want to miss this session.

Title: The Hard Facts about Your Soft Skills - Dan Jourdan

This is crucial if you want to get hired by a company you want!

44% of executives said a lack of soft skills was the biggest proficiency gap they saw in the U.S. workforce! 67 percent of HR managers said they'd hire a candidate with strong soft skills even if his or her technical abilities were lacking, while just 9 percent would hire someone with strong technical credentials but weak soft skills.

Soft skills are required to effectively communicate, problem-solve, collaborate and organize within all organizations.

We will discuss the five must haves for you to win on the interview and in your career.

A few key takeaways:

1. Creating instant rapport
2. Managing expectations from your superiors
3. Position yourself for the promotion

Dan is a sales guy. He helps companies earn more profit and become more efficient with their workforce through his training and recruiting firm, Remedy Staffing. Dan is also a Gitomer-Certified Speaker where he speaks on topics including sales, customer loyalty, networking and sales management. He has also worked as a Financial Consultant with Smith Barney; taught business management as a college instructor; and was a speaker for the Dale Carnegie Sales Advantage Course. Dan lives in Marietta, Georgia with his lovely wife, Sharon, and two children, Matthew and Sophie.

Title: 3 Secrets for No Pain Networking Success- Alfred Poor

Networking is the broccoli of the job search; we all know it's good for you, but that doesn't mean that you enjoy it. Many young people find it difficult to speak with adults they don't know, especially when the other person may be a lot older. It can be difficult to start a conversation, but many find it's even harder to talk about themselves.

This short and powerful presentation starts with the assumption that networking is an essential part of a successful job search. It is packed with simple tips and strategies that are easy to practice and put into practical use. Even if you are a hopeless introvert and you break into a sweat just thinking about participating in



a networking event, this session will get you on track to break out and build a strong network of professional contacts that will help you now and for years to come.

You will learn:

- * **Why speaking to others is scary, and how to solve it**
- * **Three benefits of building your professional network (aside from getting a job offer)**
- * **Three essential steps to making new connections**
- * **Why the person with the most contacts doesn't usually win**
- * **One secret to make your LinkedIn profile more effective**

Our presenter, Alfred Poor, Ph.D. is a speaker and writer dedicated to helping young adults succeed in the workplace after graduation, and find fulfillment in their jobs. A graduate of Harvard, he is the author of "7 Success Secrets That Every College Student Needs to know!" He speaks with high school and college students, as well as young employees and their managers, emphasizing the important of learning and practicing "soft" career skills, not just in the workplace, but throughout their college experience. He has delivered webinars and keynote addresses at the local, regional, and national level.

Title: 7 tools HR uses to Cut You – Donna Shannon

It's one of the brutal truths of the employment landscape: HR departments cut 95% of all job applicants. But do you know how they are cutting you? Don't just escape the HR black hole - learn how to use their rules to your advantage.

Key take-aways:

Find out who is really screening your resume

Learn the three rules of dealing with the HR department

How to properly contact the company – even if the job posting says “no phone calls”

Discover how to build HR's confidence in your candidacy

Our presenter is Donna Shannon. When Donna was a corporate recruiter, she mercilessly slashed candidates, crashing their employment dreams against the rocks for eight years. In 2004, she began teaching workshops on job searching, showing people how to get past the gatekeepers like herself. Her book, "How to Get a Job Without Going Crazy" is now in its second edition

Title: Conquering Interview Fears NOW – Susan Riehle

Congratulations, you have an interview! HOWEVER, you don't know what you can do NOW to conquer your interview fears. Want to know how? Then you will

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not want to miss this exciting webinar.

The difference between a good interview and a bad one starts with preparation and ends with confidence. Unfortunately, most people just don't know where to start with either

Amazon best-selling author Susan Riehle will walk you through the easy ways to stand out from other job candidates. Susan is a 30 year educator, career advisor, public speaker and business founder. She shares insights into the mind of the employer and what they look for in an interview and how to exceed their expectations—how to WOW them.

What you will learn:

- * How a few simple preparations can stop interview nerves.
- * How to get the interviewer to ask the right questions—the ones that you answer confidently
- * Five interview traps
- * How to draw attention to your strengths
- * How to get into the coveted pool of finalists for your dream job

Title: Questions To Ask On An Interview To Get The Offer NOW-Bill Lins

You have an interview! HOWEVER, do you know what to say when the employer asks you about any questions you have?

If you don't have any, you just proved to the interviewer that you are AN EXPENSE and therefore your chances of getting an offer decreased to about ZERO.

So we have to ask questions, but which ones will impress the employer to prove we are AN INVESTMENT (probably getting an offer) VS. AN EXPENSE ("Next"). In this webinar we will discuss the most effective questions to ask on an interview.

YOU WILL LEARN:

How to make this a "home run" for job seekers

- * How to prove to the employer you are an investment vs. an expense
- * Questions to make the interview a "conversation vs. an interrogation"
- * The "Jaw question" to get the employer asking you, "When can you start?"
- * The "Parrot question" showing the employer you will be one of the best they've ever hired.

*How to have more confidence and beat your competition

Our presenter, Bill Lins CPC, has consulted thousands of job seekers' along with assisting hundreds of corporations concerning hiring top talent in his over 25 years in the employment consulting profession. He has appeared on CBS, ABC, NBC, CNN and Fox networks concerning employment strategies and trends and



as a Certified Personnel Consultant is ranked among the top 2% in the employment profession

**Title: How to Communicate For The Offer & Success In The Workplace-
Moe Glenner**

We communicate all day long. But do we know how to communicate for the results we want? **Very few things in life are more important than effective communication skills. Especially in the interview process.**

Some key takeaways form this webinar:

- * Why effective communication is the most important factor in job-seeking and overall success
- * Successful communication including non-verbal and body-language
- * Using the CHART method through the job-seeking process to greatly increase your likelihood of success.

Why should you know the CHART Process?

- * Companies looking to hire and hiring managers are first and foremost looking to build successful professional relationships.

* Without trust, there is no relationship AND without effective communications, there is no trust.

- * By following the CHART process, job seekers will position themselves for greater success.

Our presenter is Moe Glenner. Called by Bloomberg BusinessWeek, "a top business thinker on management trends and issues", Moe is a dynamic leadership and motivational speaker. As a Professional GA pilot, Moe has created the Leadership Takeoff (Be the Pilot in Command! TM) series of personal and professional leadership keynotes, breakouts and workshops designed to bring out the best.

Title: Is your resume saying what you think it is?-Susan Riehle

Want to know what you can do NOW to get better job offers & interviews? If yes, then you will not want to miss this exciting webinar.

Your resume should be an interview magnet. Unfortunately, most resumes are not.

What you will learn:

- * What your résumé is REALLY saying about you.
- * How to get the interviewer to ask the right questions—the ones that make you

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shine

- * Five things your résumé should never have
- * How to draw attention to your strengths
- * How to get your résumé to the top of the stack

Our presenter is Susan Riehle. Amazon best-selling author Susan Riehle will walk you through the easy ways to stand out from other job candidates. Susan is a 30 year educator, career advisor, public speaker and business founder. She shares insights into the mind of the employer and what they look for and see in your résumé.

Title: Tips To Stay Motivated In Your Job Search-Donna Shannon

One of the big challenges for any job seeker is how to stay motivated. With so much riding on your shoulders, it can be tempting to be pulled away from what is crucial for your success. The more motivated you are in your job search, the greater the odds of you finding & obtaining the position you want while getting it faster!

In this webinar you will:

- * Learn proven business tactics to keep moving forward.
- * Understand how to "see" what is right under your nose
- * Know how to move forward with greater ease & less stress

Our presenter will be Donna Shannon. When Donna was a corporate recruiter, she mercilessly slashed candidates, crashing their employment dreams against the rocks for eight years. In 2004, she began teaching workshops on job searching, showing people how to get past the gatekeepers like herself. Her book, "How to Get a Job Without Going Crazy" is now in its second edition

Title: Having Financial Success Before & After You Land the Job – Tana Gildea

Right now you may be focused on finding the job you want. However, when you do find that position or even before, we all must know how to make our finances work FOR us and not against us as so many seem to do today.

In this webinar we will discuss steps you can take now to set yourself up for financial success from your first job to "forever."

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This webinar will share with you:

- How your money story impacts your decisions and choices and how to make it a better story,
- How to "catch your dream"
- How to define your ideal financial life
- How to develop a plan that works to get there.

Our presenter, Tana Gildea, is the author of *The Graduate's Guide to Money*, a book devoted to helping people understand the basics of money and money management. It is everything she wishes she had known about money in her 20's. She is a partner with a leading financial planning and investment management firm. Tana is a CFP®, a CPA, and a Certified College Planning Specialist. Her book has won multiple awards and is a finalist for Foreword Review's INDIEFAB Book of the Year.

Her unique spin on personal finance will help you think about your money in a new way. We hope you'll join us for this fast-paced presentation.

Title: How to Ace The Most Asked Interview Questions – Bill Lins

Congratulations, you know the most asked questions on an interview. Just about everyone does. HOWEVER, do you know what to say and how to say it?

In this webinar we will discuss some of the most asked questions on an interview. These WILL BE "on the test" as we say.

"Tell me a little bit about yourself". This webinar will share how to make this a "home run" for job seekers.

"What are your strengths and weaknesses?" this webinar will share how to impress the employer even when you are presenting your weaknesses! How to handle the "money question", "You lack experience and are unqualified."

We will also cover how to present yourself and bring out your "selling points" to an employer with confidence while beating out your competition.

Our presenter, Bill Lins CPC, has consulted thousands of job seekers' along with assisting hundreds of corporations on hiring top talent in his over 25 years in the employment consulting profession. He has appeared on CBS, ABC, NBC, CNN

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and Fox networks concerning employment strategies and trends and as a Certified Personnel Consultant is ranked among the top 2% in the employment profession

Title: The Ins & Outs of Working With A Recruiter – Marianne Grady

In this webinar we will discuss the recruiter relationship and how to get the results YOU want.

Many corporations enlist recruiting firms to do their screening.

This webinar will share with you:

- * Strategies to stand out to a recruiter
- * Resume formats to help you pass the "6 second rule"
- * How to optimize your LinkedIn profile to be found by recruiters
- * The importance of organization while working with recruiters
- * How to avoid red flag behavior

Our presenter, Marianne Grady is a Senior HR pro who has interviewed some of the top recruiters in the country to uncover tips and tricks to help you make the most of the recruiter relationship. In her signature program, Get The Job Boot Camp, Marianne helps job seekers explore every aspect in their quest to be hired.

Title: Increasing Offers From your Interviews NOW, Eliminating the Competition – Susan Riehle

Our presenter, Susan Riehle, can show you a way to figure out what you are doing wrong, and what you are doing right. If you would like to know what you can do NOW to get better and more offers from interviews, you will not want to miss this exciting webinar.

Susan Riehle will share her method to diagnose any job search issue. And then she will guide you through the quick and easy solutions so that you can 'cure' your job search problem. Susan is the author of "Make Me an Offer I Can't Refuse." Her expertise spans fields from technical to artistic. A 30 year educator, career advisor, public speaker and business founder, Susan brings a wide perspective to the discussion.



What you will learn:

- * Why you feel unsure during an interviews
- * How to tell if your interviews are effective
- * To avoid the 5 deadly interview mistakes
- * How to find out how you "stack up" against your competition

Title: The Power of Networking – Alfred Poor

"“You have to network!” “You need a LinkedIn profile.” College students and job seekers are bombarded with the message that making connections is important, but few of them truly understand the strategic reasons behind this advice. Fewer still grasp the opportunities and benefits that go along with building your professional network.

It is still true that “it’s not what you know; it’s who you know.” But how can you be proactive and make connections happen? This webinar is filled with practical advice, as well as an explanation of just why these activities are so important. Participants will leave the session knowing:

- **How much personal contacts increase your chances of getting hired**
- **Three other benefits of building your professional network**
- **Three essential steps to making new connections**
- **Why the person with the most contacts doesn’t usually win**
- **One secret to make your LinkedIn profile more effective**

Our presenter, Alfred Poor, Ph.D. is a speaker and writer dedicated to helping young adults succeed in the workplace after graduation, and find fulfillment in their jobs. A graduate of Harvard, he is the author of “7 Success Secrets That Every College Student Needs to Know!” He speaks with high school and college students, as well as young employees and their managers, emphasizing the important of learning and practicing “soft” career skills, not just in the workplace, but throughout their college experience. He has delivered webinars and keynote addresses at the local, regional, and national level.

Title: Top 5 Reasons Job Seekers Aren't Getting Noticed & How to Correct It NOW – Mat LeBlanc

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What are the top reasons job seekers are not noticed and contacted by employers? Most candidates never know what hit them as to why they were not made an offer or even obtain an interview.

If you would like to know this information and what you can do about it NOW to get more offers & interviews, you will not want to miss this exciting webinar.

Our presenter, Matt LeBlanc, will share his expertise from years of corporate and agency recruiting and career coaching. He holds several recruiting and coaching certifications been a facilitator as well as a speaker to some of the largest career network events around.

What you will learn:

- * Why you are not getting noticed
- * Why employers are choosing not to contact you
- * How to help recruiters hit the easy button when it comes to filling their open reqs.
- * Where you need to be to attract the necessary attention

All of this and more in a fast paced, exciting presentation

Title: Strategies That Work To Get the Offer NOW – Dan Jourdan

Interested in getting more offers from your interviews? Do you know why an employer will hire YOU? Want to get noticed by employers more?

If you are then you will not want to miss this webinar!

Our presenter, Dan Jourdan, will cover methods on not just what it takes to be successful, but how to do it step by step . His presentation will energize you and provide valuable new ideas for your job search. Trained in the Dale Carnegie method of human relations, the presentation is inspirational and fun.

Dan has been a sales trainer and coach in the business world for over for over 25 years. Owning and managing several companies in different fields has given him a great perspective of how, why and what people look for when hiring employees.

What you will Learn:

- How to destroy your competition

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- Why employers will hire YOU
- 3 quick methods to get noticed
- Following up like a pro

**Title: How To Enhance Your Job Offer & More: Negotiating Like A Pro-
Susan Riehle**

Why don't people negotiate? 60% of hiring managers are willing to negotiate, or even expect negotiations and yet many job candidates ask for nothing. They are leaving salary and benefits on the table--not just today, but tomorrow.

If you would like to know what you can do NOW to get better offers & interviews, you will not want to miss this exciting webinar.

Our presenter, Susan Riehle, will share her advice for a stress-free negotiating experience. Susan is the author of "Make Me an Offer I Can't Refuse." Her expertise spans fields from technical to artistic. A 30 year educator, career advisor, public speaker and business founder, Susan brings a wide perspective to the discussion.

What you will learn:

- * Why you MUST negotiate--or lose your boss' respect
- * How to tell if a company will negotiate
- * Find out what--aside from cash --you negotiate for
- * How to make an informed case for a higher salary
- * How to answer the tough questions about salary expectations

**Title: How to Achieve Any Goal While Saving Time & Money – Randy
Bennett**

Do you feel like you are "going out of your mind" with all that you have to do; that your to do list is as "long as your arm"? Then on top of that, you have all these great, wonderful aspirations for your work, career, but how on earth are you going accomplish all of that as well?

Well, just imagine having one amazing, powerful tool that will help you achieve any work, career goal, AND save time and money too?

It's the same tool or "secret sauce" our presenter, Randy Bennett Ed.D. used as

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the foundation, launching pad for his success, such as creating and directing a new position or department three times, leading or co-leading four major initiatives at some of the best universities and corporations like Motorola, Northern Trust and Navistar.

What you will learn from this webinar:

- A powerful, effective, efficient 6 step process, action plan along with several tools for accomplishing any work career goal
- How to apply it to your own professional, work; career goals and aspirations
- How to be in charge and control of your professional/personal, career development, improvement and success.

Randy has over 20 years' experience and success directing programs, leading new initiatives, advising, counseling, developing programs, courses and workshops. He is passionate about maximizing college/university success addressing top, crucial issues and goals, maximizing student, staff and faculty development

Title: Doing Better Than Fair at the Job Fair- Nick Nigro

There are many aspects to the job search these days. One of the more common and yet underused avenues is the Job Fair. Being effective at the Job Fair depends on before you go and after you leave. This webinar will examine the Job Fair experience from head to toe and assist the participant in being fully engaged once they arrive and positioned for success - obtaining an interview and the eventual job. It is not just your words but also your actions when you are networking at a job fair. Take advantage of this power-packed webinar that will guide you through the job fair and helping you connect to those you encounter.

Our presenter, Nick Nigro has been the Career Services Director at Davis College in Toledo Ohio for the past 14 years. He is a coach, counselor, writer and teacher.

Nick was appointed by the Lucas County Board of Commissioners to serve on the Workforce Investment Board. He is an active member of the Collegiate Employ-Net Consortium where he served as secretary for 3 years and Chair for three years. He is the author of the Children's book, Once Upon a Tree. Don't miss Nick's passion to share his knowledge in helping others.

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Some key takeaways:

- * Learning to maximize your job fair experience
- * How to prepare the before , the during, and the after strategies
- * Job Fair introductions and tools for success

Title: Making Your Resume an Interview Magnet- Lori Davila

You probably have a resume, but does it "come alive for you" or is it just a piece of paper with information? It is estimated that 4 out of five resumes are not effective in exciting the interviewer or screener. This webinar will show you how to make your resume an interview magnet while assisting in how to better present yourself on an interview from your resume.

Lori Davila is an internationally known career expert, resume writer, recruitment partner, and author of *How to Choose the Right Person for the Right Job Every Time* (McGraw-Hill) and *Perfect Phrases for Perfect Hiring* (McGraw-Hill). Lori has contributed to several best-selling resume books including *Resumes That Knock 'Em Dead* (Martin Yate) and *Expert Resume Series* (Wendy Enelow & Louise Kursmark), and she has contributed to publications including *The Wall Street Journal*, *Investor's Business Daily*, *The Washington Post*, *Los Angeles Times*, *AARP Magazine*, *Unity Magazine*, and *Business Management Asia*.

Some key takeaways:

- * How to differentiate yourself from your competition
- * How to get your resume on the top tier of "the pile"
- * Using information on your resume effectively during the interview
- * How to start your resume
- * What if you haven't worked in a while or have no experience in your desired field

Title: Is Entrepreneurship for You & How to Be Successful At It-Dave Wood

Many job seekers ask: "Should I start my own business?"
This webinar will help you answer that question.

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Dave Wood is a psychologist and the creator of the TypeFocus Careers program that is used by hundreds of career centers across North America.

Dave Wood recently returned from the Middle East where he was the main speaker on Entrepreneurism as a Career Option during the Global Entrepreneurial Week. He led three workshops on the topic and engaged many young entrepreneurs in lively discussion about their experiences.

Dave discovered that people going into business often make a tragic yet common mistake: they start a business because they have "an entrepreneurial seizure." This occurs when someone who is skilled and passionate about something (e.g. car mechanics) decides to quit his mechanic's job and start up his own auto-repair shop. This often happens when he is frustrated at work or cannot get the work he is looking for.

What happens now? He discovers that what he hoped to save him now enslaves him.

Is he a good mechanic? Sure. Is he good at marketing, budgets, HR, leasing arrangements, etc.? Not at all. That's why the vast majority of new start-ups fail in the first few years leading to heartbreak and financial loss.

In the webinar, Dave will share what he found to be most helpful in his discussions with young entrepreneurs. Starting your own business is not for everyone, and it can be an expensive career choice if not prepared for the harsh realities of what success entails.

Key take aways:

- * **Discover what personality types are most successful as entrepreneurs**
- * **Learn how to shift gears from working IN your business to working ON your business**
- * **Learn why teamwork is critical for success in a start-up company**

Title: Building a Cohesive Job Search—Bill Hickman

How is your job search going? Are you getting interviews? Getting callbacks? Have you noticed that there seem to be a lot of really good folks out there who do the same thing you do?

If you are like most of us, you're probably finding that methods and techniques that worked well in the past seem to be less effective in the current marketplace. Given that, how do you uncover opportunities? More importantly, how do you maximize those opportunities? In this tough marketplace, how do you even start? The key is to approach your job search the same way business approaches marketing – with a cohesive strategy based on your value.

Drawing from a robust 29-year career with the U.S. Navy and an additional ten years in the credit information industry, speaker and coach Bill Hickman uses his

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trademarked concepts to teach audiences across the county. Bill created his own opportunities in the Navy, rising from the enlisted ranks to command a US Navy ship and to attain the rank of Captain. Bill uses his many tales from the seven seas to help illustrate his main message.

In this session you will learn:

The Essential Foundation of Job Search

THE Great Question of Job Search

The Core of Effective Job Search

How to Develop a Cohesive Job Search, and

The Top Ten Ways to BLOW a Job Search!

**Title: Entrepreneurship 101: The Tools To Succeed In Business Now-
Dan Jourdan**

Ever wonder how success in business “happens?” Ever wonder what it takes to be a true “entrepreneur?” What professions and companies are best suited for the “entrepreneurial spirit?”

Dan Jourdan will cover methods on not just what it takes to be successful, but how to do it step by step . His presentation will energize you and provide valuable new ideas for your job search. Trained in the Dale Carnegie method of human relations, the presentation is inspirational and fun.

Dan has been a sales trainer and coach in the business world for over for over 25 years. Owning and managing several companies in different fields has given him a great perspective of how, why and what people look for when hiring employees.

KEY TAKEAWAYS:

Discover step by step how to succeed today

What pitfalls to be aware of

How to plan your success and make it a habit



**Title: Getting Interviews With The Companies You Want Now-
Jimmy Parker**

The traditional recruiting process was designed to filter hundreds of applicants for each job posting. Competing in that environment can seem like a daunting task! Fortunately, you don't have to.

In this webinar we'll show you how to keep your resume out of the HR black hole and make an impact with your potential boss without ever hitting the "apply" button. This is a highly focused job search approach that puts you in charge--you choose which companies to target then strategically work to open doors at each one by applying the principles of human relationships to influence the hiring manager's decision. This process circumvents recruiters and online applications altogether, tightly focusing your job search efforts to make a much bigger impact right where it matters most. Best of all, it's completely free and anyone can do it.

In this webinar, you'll learn how to:

- Create a "short list" of companies you'd love to work for
- Get to know people inside your target company
- Find the name and email address of the hiring manager
- Deliver an irresistible message straight to their inbox, positioning yourself as a solution to the problems at the top of their priority list

Jimmy Parker is the author of a system to help people find and fulfill their unique purpose much sooner in life so they can have the well-balanced, purpose-driven life they were meant to have while doing what they are amazing at.

Jimmy is a leadership coach and organizational development consultant with 15+ years experience developing leaders, teams, and organizations. As a Naval Academy graduate, former Marine Corps pilot, and former nationally-ranked gymnast, Jimmy brings perspective, passion, and powerful insights to today's real-world challenges. His purpose-driven style stimulates positive change, unlocks potential, and equips people for high performance.

Bonus: You will receive a free copy of the complete step-by-step reference guide containing practical tips and actual examples for implementing this program on your own.



Title: How to design a fulfilling career- Andrea Rosenthal

Are you comfortably unhappy at work? Stuck in a rut with your job?

Do you want to change but don't know how?

If you said yes, you're not alone! According to a recent CBS News poll, over 50% of Americans are unhappy at work and are not feeling fulfilled.

We spend over half of our waking work week focused on our job. Why not feel excited and ignited by it?

Based on the recent changes in the economy, the employee must take charge of their own career. There are key factors every employee or career-changer should know if they want to take charge of their career and enjoy purposeful and rewarding work.

Using her combined twenty years as a corporate coach and recruiter, Andrea Rosenthal has helped thousands of people realize their true potential and find meaningful work. She has a master's degree in counseling and has worked with many of the largest companies in the country.

Topics Discussed

Discover Your Passion and Life Purpose

Maximize Your Full Potential

Getting clarity on what you want

Pragmatic steps to designing your ideal career from the inside out



**Title: How To Get An Offer Using The WOW Interview-
Jay Litton**

Once you've heard Jay Litton speak you'll never hear the word "WoW!" the same again. As the creator of the WoW! Interview™, he has personally trained over 10,000 professional job seekers on how to get the job offer they want.

The WoW! Interview™ is about exceeding the expectations of hiring managers by presenting specifically how you will add value if you were hired.

During the recession of 2002, Jay tracked over 100 job seekers that went through his five hour workshop. He learned that over 46% of the time they won job offers when they delivered a WoW! Interview™. This is a significant increase over the 12% national average reported by national outplacement firms.

Jay leverages his 30 years of sales and sales management experiences to dramatically improve the results of those wanting a new job or a promotion. Jay is currently the Southeast Account Manager for Symantec Corporation with their Information and Identity Protection software business unit.

You can also find Jay the past 13 years providing career advice at RUMC Job Networking (www.RUMCjobnetworking.com) in Roswell, GA. Jay leads a team of over 300 volunteer professionals who donate their time to help those in career transition. This is one of the largest job networking groups in the United States.

**Title: How to Use Facebook & Twitter To Get Noticed & Hired Now!-Ellen
Sautter & Diane Crompton**

Well you may know how LinkedIn can assist you in getting interviews and getting noticed, but do you know how on Facebook, Twitter and others? **Do you want more interviews and a better presence on the internet?** If you do, you will not want to miss this presentation.

Diane Crompton and Ellen Sautter are the authors of two books on social media and careers including Find A Job Through Social Networking (JIST Publishing, 2010). Diane and Ellen have over 40 years of combined experience in the career industry. Both work as Senior Career Consultants with a global human resources



consulting organization. They speak frequently at conferences and associations and are contributors to the media on the topic of social networking and job search. In addition, Diane shares her expertise and passion for personal branding and leveraging social media through her consulting company, Crompton & Associates.

What you will learn:

How to get noticed by recruiters and employers

How to get noticed by your target audience and build your online brand

How to exploit the tools in these sites for job search, career management and networking

How to look for jobs and get referrals NOW

Title: Making Your Resume an Interview Magnet-Norma Tassy

In today's job market the resume is more important than ever.

Do you want your resume to show off your experience to prospective employers?

Then this is the webinar for you!

Attendees will learn how to showcase their education, skills and abilities to potential employers. The presenter has worked with 100's of entry level candidates and successfully coached recent college grads. Learn best practices for writing, editing, and sharing your experience with a polished and well presented resume.

More specifically attendees will learn:

How to make any resume clear, concise and well organized.

What to leave in and what to leave out of a resume.

What HR professionals and hiring managers want to see in a resume.

Norma Tassy is has over 10 years experience in the fields of Human Resources, Agency Recruiting and Outplacement Consulting. Her company, Workplace Solutions Group, founded in 2009 offers Resume Writing, Career Counseling and Career Planning Services. She works with individuals, groups and in classroom settings. The mission of Workplace Solutions Group is to offer people at all phases of their career an opportunity to grow in an environment of caring and individual respect.



**Title: Personal Branding To Get You Noticed AND Hired Now-
Betsy Richards**

Having a one-to-three-word personal brand and follow-up pitch not only makes you look more professional, but also makes you more memorable when answering questions like, "Tell me about yourself," and/or "Why should we pick you?"

You don't really "create" a personal brand. You already have one.

Blogs, MySpace, Facebook, LinkedIn and many other applications make it virtually impossible for anyone to keep from creating a personal brand, whether they want to or not.

What You Will Learn:

What is a personal brand?

Why do I need to develop my personal brand?

Will a personal brand help me during an interview?

How do I create a personal branding toolkit?

Our presenter, Betsy Richards is a Career Management & Personal Branding Specialist with 25 years of experience.

She currently owns Careers in Motion a career management and branding site.

Betsy has designed Business Career Centers as well as designed and taught Professional Development courses in the higher education environment.

Title: Remaking yourself to get hired now-LynnMarie Earl

Do you ever ask yourself, I need help in bettering myself?

Are you going thru a life changing event (job transition, starting a career, marriage, etc) and need guidance on how to put the "pieces together?"

Or do you ever wish you could just "remake" yourself?

If so, you will not want to miss this webinar. LynnMarie Earl has been a Public Speaker for over 20 years. Combining knowledge gained through education, research, and experience, LynnMarie offers insights into topics applicable to today's business world.

In this webinar you will be encouraged to look at things in a new way so you better understand the importance of setting and achieving your goals, versus someone else's in a timely fashion, using time management techniques, learning how to make the best decisions, and financial responsibility.

Who else might want to mold you? Headhunters, prospective employers, or well-meaning friends. These topics are all important at any point of our lives, but



especially true and important during times of transition.

This is the time for you to remake yourself versus being and becoming what others want you to be. Now is the time for you to make your own decisions about how you'll Remake Yourself.

Key Takeaways:

§ Goal Setting

§ Time Management

§ Decision Making

§ Financial responsibility

Title: How To Track Your Activity For Results Now-Matt LeBlanc

Does it seem like your “spinning your wheels” in your job search? What types of activity produce more results with less effort?

This and more will be discussed in our April job seeker webinar. Matt LeBlanc will share his expertise from years of technical recruiting and career coaching. He has also been a facilitator and speaker to some of the largest career network events around.

Matt will look at the foundation of how to be more productive in your job-search by using time tested tricks of the trade and new technologies to ensure that the job-seeker gets in front of appropriate targets on a regular basis

Key takeaways-

How to get 'paid' for productive activity in your search

How to track your search and understand what is working and what is not

The different types of networking and which really works best in advancing your search

How to use LinkedIn to its fullest potential



Title: Turning internships Into the Job you Want Now-Matthew Zinman

Have you taken the initiative to intern this summer? If not, what can you do to identify the right internship for you and how to take charge to get it? If yes, are you gaining the most meaningful experience while interning and doing everything possible to perform at your best?

Learn how to do that and more from our featured speaker, Matthew Zinman, Founder of The Internship Institute, a non-profit based in Washington, DC and the CEO of Internship Success, Inc., a provider of solutions to create and run programs as well as train students, supervisors and mentors.

Key Takeaway's

How to get the right internship for you

How to gain the best field experience

How to turn that internship into a job

How to develop the professional skills to perform at your best

Title: Turning your interviews into offers now-Charmin Moore

Now that you have been granted the interview do you know the strategy to get the job? Do you know how to sell yourself?

In this current market, when you finally get the interview you can rest assured that you have beaten many candidates to arrive at this step so you need to perform at your peak in the interview.

Long gone are the days where you just walk into an interview unprepared hoping they like you and your resume. Now there is more to it than that are you

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prepared?

Using her 24 years of Healthcare Management experience as a Registered Nurse and her 10 years of Career coaching and Career Coach Training experience, Charmin Moore has helped thousands of people around the country and around the world achieve success doing what they love. She is co-author of the book Pursuing a Better life Discovering the power of Happiness and she is the Founder and Managing Director of Global Coaching Solution.

Key Take Aways

1. Be Confident and prepared- Doing your research, maneuvering the panel interview, psychological profile (know thyself)
2. How to answer questions effectively (common questions, uncommon questions)
3. Leave them remembering you. (be a little witty, toot your own horn with humility, reiterate the importance of the company's key initiatives, how your role will meet the needs of the company)

Title: **Exponentially Multiplying Your Chances of Finding & Landing The Job You Want-Judi Adams**

If you knew there was a way to exponentially increase your chances of finding and landing a job you want, you would do it right? If so, you will not want to miss this presentation.

Judi Adams is the president of RightChanges, the affordable and successful job search coach, and author of Amazon's hottest new release book : "Found a Job Yet? And Other Questions NOT to Ask! The Practical Guide for Family and Friends of Those in a Job Search". Using some of the methods that Judi will share with us, RightChanges clients who have gone through the entire Personal Coaching Series have all landed jobs they wanted. 100% of them!!

What you will learn:

- How to find 8 x the number of open jobs.
- How to have 4 x the success without 4 x the work.
- How to know where you are in the selection process.
- How to have a more positive and supportive environment at home while in a job

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search.

TITLE: Interviewing: How to Talk Your Way Into The Job You Want! Bill Hickman

You've finally got that interview you've been after! Great, but....now what? Do you know how to effectively prepare for the interview? Do you know what to say and what NOT to say? Are you ready to WOW the interviewer?

Even if you're just a little unsure of yourself, this program is for you! In this program Bill will give you simple, practical, and useful tips on what to do before, during, and after the interview. He will even cover the top ten ways to blow an interview and how to avoid them!

TITLE: Finding Your Sweet Spot To Become Irresistible To Employers- Jimmy Parker

THE GREAT NEWS: the closer you get to your sweet spot, the better everything gets--how easy it is for them to find you, how well you'll interview, how much they'll like you, how passionate you'll be. It's what recruiters and hiring managers most want to know about you.

THE SAD NEWS: less than 10% of job seekers know their sweet spot!

So, what's your sweet spot? It's the combination of **FOUR THINGS ABOUT YOU** that make you like no other person on the planet. It's where you're most confident, perform the best, and are most fulfilled.

Consider this:

- If you don't know what your sweet spot is, neither will they.
- When you find it, you'll be much more attractive in the job market.
- When you share it, people will finally know how to help you.

If **YOU** don't find your sweet spot, nobody else will. Join us as executive coach Jimmy Parker shares his insightful process to help you find it much faster than you could on your own.

About the Speaker

Jimmy Parker has helped hundreds of people move closer to their sweet spot.

He is the author of the NYCH™ system and founder of

RubberMeetsTheRoad.com, a coaching service designed to help people make the meaningful, fulfilling contribution they were meant to make while doing something they are amazing at and totally jazzed about.

Jimmy is an executive leadership coach with more than 15 years developing leaders, teams, and organizations. As a Naval Academy graduate, former Marine



Corps pilot, and former nationally-ranked gymnast, Jimmy brings perspective and powerful insights to anyone wanting to deliver their highest and best.

TITLE: Getting Interviews Now, Networking-Linkedin-Richard Kirby

With 150 million users, LinkedIn is the world's largest business network. Because 70-80% of new jobs are found through networking and virtually all recruiters use LinkedIn to identify job candidates, you need to fully utilize LinkedIn as a strategic tool in your job searches and your career development.

Want to be found by recruiters who are trying to fill jobs immediately? Wish you could get the attention of established recruiters in your industry? Have old friends and business contacts with whom you would like to reconnect? Wonder how you can ever get your face in front of hiring managers who have the power to hire you?

Here's your chance to learn four critical LinkedIn strategies from an early adopter (March, 2004) who leverages LinkedIn every day to build his business and help clients land better jobs. Whether you are employed or unemployed, your career will benefit from learning the essential methods for leveraging this revolutionary online system.

As a webinar participant, you discover how to:

- **Become more easily found by recruiters who have jobs to fill immediately**
- **Locate and connect with recruiters in your target industries**
- **Reconnect with lost friends and valuable business contacts**
- **Get introduced to hiring managers and others inside desirable employers**

LinkedIn is THE top 21st century online resource for your career. Come learn how to leverage it to your best advantage so you can take control of your future.

About the Speaker

Richard Kirby is an executive career consultant who has mentored hundreds of professionals and executives through job searches and other career transitions over the last 10 years. He is the author of *Fast Track Your Job Search* (www.fasttrackyourjobsearch.com), the modern replacement for *What Color Is Your Parachute*, and founder of Executive Impact (www.executive-impact.com), a leading edge career consulting firm in Atlanta, GA. Richard empowers employed and unemployed executives who are seeking a change in employer, industry, or occupation.



TITLE: Getting The Job You Want, Even When No One Is Hiring-Ford Meyers

Today's job market is the toughest since the Great Depression, and many of the challenges are here to stay. Even so, you CAN get the job you want – IF you apply fresh approaches to the search. "Get The Job You Want, Even When No One's Hiring" is a powerful seminar based on Ford Myers' best-selling book of the same name. Attendees will learn:

How to land a good job in the midst of an economic crisis
How to address the realities of this job market with real-world, actionable steps
How to see this economic downturn as a positive career opportunity
How to seize on job opportunities that aren't posted yet
How to make yourself an instant asset to potential employers
How to clearly stand-out as the best candidate
How to "recession-proof" your career for the long term
And much more ...

Join career expert and speaker Ford R. Myers, while he maps the new world of job search and reveals essential strategies for career success! He is author of two books: Get The Job You Want, Even When No One's Hiring (published by John Wiley & Sons), and The Ultimate Career Guide. Ford's articles and interviews have been featured in such publications as Inc. Magazine, Fortune Magazine, Money Magazine, US News & World Report, The Wall Street Journal, The Chicago Tribune, The New York Times, The Philadelphia Inquirer, Crain's Investment News, The Washington Post, and more. In addition, Career Potential publishes a monthly e-newsletter titled "Your Career Advocate."

TITLE: Should You Hire Yourself: The Entrepreneur Option-Bill Williams

Have you considered being your own boss? Entrepreneurship is appealing to a growing sector of our population for many reasons, such as; control of your career, direct influence on your earnings and avoiding employment ups and downs. Entrepreneurship is a career option everyone should explore.

"Entrepreneurship is one of the most liberating experiences you are ever likely to enjoy in life".....Milo Pinckney, serial entrepreneur.

There are three primary ways to become an entrepreneur:

We will discuss each one.

We will review questions such as:

*** How do I get started?**

*** Can I succeed?**

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- * **How do I assess the risk?**
- * **What is the process?**
- * **How do I find businesses for sale?**
- * **How do I choose between the 4000+ different franchise brands?**
- * **Where do I go for help?**

Attendees will receive a comprehensive white paper recapping the essential elements of the presentation along with a self-scoring "Entrepreneurial Profile".

Our Presenter, Bill Williams:

Former Army officer, 25 years as a corporate executive, small business owner, former career consultant for major outplacement firm and certified business coach, Bill is an unapologetic capitalist and promoter of small business. He has been self-employed for the last 12 years and his greatest career regret was not moving to entrepreneurship earlier. His passion is now helping others make the transition to business ownership by educating and coaching them through the process.

Title: "The Shameless Art of Self Promotion"-Susan Young

Welcome to the new digital age of marketing and building relationships on the Web. Blogging and social media are free, available, and essential...but most job seekers and new graduates are failing to fully take advantage of existing opportunities. Employers are often playing catch-up as well.

This webinar, featuring social media and communications professional Susan Young, teaches participants how to create an interesting and relevant online persona and blog to attract key decision makers. If you want to increase your visibility and credibility, sign up now for this important webinar!

What we will learn:

- * **How to position and market YOU as the product**
- * **Tips on developing your online voice and personality**
- * **How to become more visible & influential without being pompous and arrogant**
- * **The #1 benefit of blogging**
- * **5 ways to get started...and keep going**
- * **Secrets of successful content and blog writing**
- * **Cross-channel marketing and self-promotion**

Our Presenter, Susan Young:

Susan is an award-winning news, social media, PR, and communications professional with 26 years of experience. Her company, Get in Front Communications, works with individuals and organizations to use social media to



increase their visibility, credibility, and revenues. Susan is a speaker and trainer, and has experience working as a managing editor of e-newsletters for HR, staffing, and recruiting executives. She blogs about workplace communications and issues on Monster.com. Susan's latest accomplishment: Being named one of the top '75 Women on Twitter.'

TITLE: Is AN Amazing Career In The Cards For You?-Cathy Caprino

For Career Women and Emerging Managers and Leaders

Join us for this enlivening program that will share the five core steps to an "amazing" career that will ignite your fullest professional passion, power, and purpose. Our presenter will draw on her coaching work with over 10,000 women across the country and her writing for Forbes & other publications to walk you through her five-step model for bringing about lasting change and "knock-your-sock off" success in your career and professional life.

In this program, you'll learn:

- 1) The top five reasons people are miserable in their careers**
- 2) The worst career blunder that people make**
- 3) A proven 5-Step model for getting on the path to an amazing career that is fulfilling, lucrative, and draws on your natural strengths and talents**

If you know you're meant for something better than your current career or want some insight in designing it, you won't want to miss this program.

About our Presenter:

Kathy Caprino, M.A. is a nationally-recognized women's career coach and work-life expert, executive developer and trainer, writer and speaker dedicated to the advancement of women in business. Author of Breakdown, Breakthrough, Kathy is Founder/President of Ellia Communications, Inc. -- a leading career and executive coaching and training firm helping professional women create successful, fulfilling and exciting careers of significance, and reach their highest potential. A former corporate marketing VP, trained marriage and family therapist, and seasoned coach, Kathy is a Forbes and Huffington Post contributor and top media source on career issues and trends, and has appeared in over 100 leading newspapers and magazines and on national radio and television

Ever wonder what separates the most successful people from the rest? Why they seem to get all the breaks and the best jobs? Regardless of experience, background and education?

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TITLE: Enhancing Yourself To Get What You Want Now -Rick Crain

In this webinar, you will learn the three secrets in one proven formula that you must know to secure the job of your dreams.

1. Learn to break through the barriers that are holding you back from landing the job you are seeking.

2. How to recognize what you need to do differently....and then do it.

3. How to ask the right questions to get the job, or promotion, you want.

Our presenter will be Rick Crain, who will enhance your ability to get what you want from your life and your job. Rick's vast training, experience and innate knowledge, including a master's certification in strategic organizational leadership, insure that his Clients sustain results for the long-term. Rick has over three decades of experience in business, personal, and professional development, rising from an entry level position to become an award winning Regional Vice President in the largest multi-billion dollar employer services corporation in the world! So be on time and have a pen and paper ready because you will learn a lot!

TITLE: How To Apply Successfully For The Federal Government Now-Leigh Moore

Who is the largest employer in the world? Well it's the government.

...AND THE GOVERNMENT IS HIRING!

Leigh Moore, President of Bridge Career Management, Inc., is a Human Resources Consultant, Career Coach & Trainer with more than 15 years' experience. As a Certified Professional Resume Writer (CPRW), she is skilled in assisting clients in telling their career stories, highlighting achievements and accomplishments in formats that are appropriate for Federal, non-profit, and corporate positions.

Whether you've ever worked in the Federal Government or think you may just have an interest in learning more, this is a webinar you won't want to miss!

Key take aways from this event:

--Which Federal jobs are for you

--How to apply for Federal jobs, the right way!

--How to save time, and be efficient when applying

--How your resume should "look" when applying



TITLE: Using LinkedIn To Get Interviews Now-Jonathan Duarte

The # 1 challenge today is getting more interviews.

Internet Recruiting pioneer, and founder of one of the first Internet job boards, Jonathan Duarte knows how to use the Internet to find a job. Having posted jobs on over 1,000 different job boards, for thousands of companies, from Mom & Pop small businesses to Fortune 10 companies, there is a method to the madness. Finding a job comes down to a simple strategy. Jonathan will help you solve the mystery.

You will learn how to:

- * Build a Powerful LinkedIn Profile that emphasizes your expertise
- * Attract Employers and Hiring managers to your profile
- * Build a powerful network of employees in your target companies.
- * Get calls for interviews

TITLE: Networking Like A Pro: Getting Tomorrow's Interviews Today-Bill Lins & Brian Hilliard

You may already know that 80% of all new jobs are found through networking. But what you might not know is where to meet those people, and how - exactly - to do that in a way that doesn't come across as being desperate or overly "pushy".

Join popular speaker and best-selling author Brian Hilliard as he leverages his years of experience into an performance driven framework that people can use right away. During this webinar you'll learn how to:

- * **Leverage your network to get more interviews,**
- * **Expand your network by meeting more people,**
- * **Become memorable to others - even if you're not naturally outgoing.**

If you or someone you know is in a career transition, then this is a session you don't want to miss.

As a popular speaker and author of the best-selling book Networking Like a Pro, Brian specializes in showing audiences actionable techniques they can use right away.

Some of Brian's work has appeared nationally in the Forbes Magazine Book Club, Black Enterprise, and the Martha Zoller Morning Show, where his interview was broadcast to over 2 million listeners.



TITLE: How to Network With Confidence & Success-Amy Jensen

Networking is the single most effective way to find a job, but networking can be overwhelming and intimidating. New Jersey Attorney and Author of the Graduate's Guide to Networking, Amy Jensen Smith, ESQ. knows how to network in a difficult job market. Amy will help you create a plan to network confidently and successfully.

You will learn how to:

- **Take the fear out of networking**
- **Create a new networking pitch**
- **Prepare before you network**
- **Build your networking relationship**
- **Speed up your networking wisely**

TITLE: How To Find Your Future & Control Your Destiny-Anita Best

In this uncertain corporate world, many today are discovering the value of entrepreneurship and controlling their own financial future while having more freedom in their life. Today, there are over 4000 business opportunities covering over 75 categories to choose from including Human Resources, senior care, Information Technology. How do you know which one is for you? Are there recession resilient businesses out there? How can you “find your calling?”

Our presenter, Anita Best will cover these questions and more. She brings her over 20 years of business experience for entrepreneurs of all ages and professions. She has represented the top percentile of achievement in every business she has participated in. Due to her success in running a franchise for over 10 years, she was selected to join the business coaching program at Keller Williams, and has coached and consulted many business owners to reach their peak performance. Today Anita uses her experience to assist aspiring business owners in determining which opportunity best aligns with their strengths, goals and core values. She is currently an owner of two franchises, as well as her business consulting practice.



TITLE: “Listen Up For Your Next Job” Johnny Walker

The ability to listen and understand is crucial in all aspects of life and is a talent that can be developed and enhanced. Concerning job seeking, it is essential

Our presenter, Johnny Walker is an experienced executive coach, motivational speaker and facilitator.

He double majored at Samford University and earned his Master’s degree in agency counseling from the University of Alabama in Birmingham.

A veteran police officer, Johnny developed and ran the School Resource Officer (Juvenile Division) and the Victim Service Unit of the Pell City Police Department in Alabama.

He has helped thousands of individuals and companies take their business to the next level, increasing sales opportunities, profits and loyal customers.

In his “Listen Up For Your Next Job” webinar you will learn:

- Everyone’s favorite topic
- The difference between listening and understanding
- How to listen for what you are looking for
- Listening skills you can apply right away

**TITLE: How TO Avoid Being Discouraged While Finding Your Ideal Job-
Tricia Molloy**

It’s easy to get discouraged, distressed and distracted when looking for a job. When you’re positive, confident and focused, you’re more likely to find the right opportunities and make a good impression. Change your thoughts and you change your world.

Our presenter, Tricia Molloy, will show you how to: use affirmations or self-talk to stay positive, visualize your interviews and meetings to increase your confidence, cultivate an attitude of gratitude to stay focused on what’s going right, and two other CRAVE steps to excel in your job search and your career. A leadership speaker and author of Working with Wisdom, Tricia has presented her “CRAVE Your Goals!” program to such organizations as The Home Depot, Kimberly-Clark, GE and The Project Management Institute. She speaks often to professionals in transition.

You’ll be delighted to find out how a few simple steps can help reduce

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stress, change your mindset and increase your effectiveness in landing your ideal job

CAREER CENTER WEBINARS DETAIL INFO:

Title: What can be Done to Increase Student Enrollment Numbers – Dave Wood

Marketing campaigns increase enrollments but there can be a downside. The downside is an increase in drop-out rates because new students are choosing programs based on the marketing campaign and not on programs that fit their strengths.

Picture a student two weeks into his program who discovers, “Hey, I don’t like this at all.” So he cuts his losses, drops the program and tries to find a program he likes by trial and error. He makes numerous program changes that are detrimental to him and place a burden on the career offices.

Big-budget marketing campaigns work and they are expensive: average recruiting costs for four-year public institutions are over \$400/student and for two-year public institutions they are over \$100/student.

However, students see themselves more and more as self-directed consumers. You cannot “sell” to them by email or direct mail campaigns because they do not want to be “sold” – they want to explore your institution to find out how you are going to meet their needs. Our presenter, Dave Wood, has extensive experience in recruitment and retention issues and will discuss the research around them and describe a unique program he developed to improve recruitment as well as retention rates.

Title: Overcoming the Challenges Military Job Seekers Have – Shirley Rowe

Universities and workforce centers are seeing an increasing enrollment of military members transitioning to the civilian world. This population has unique needs and deserves the best services available. Many practitioners are not adequately trained to help them make this critical change. This webinar will help you learn more about ways that you can help make the transition successful.

Participants will be able to:

- Articulate the unique challenges that separating from military service and returning to civilian life can present
- Adapt widely accepted career development concepts and strategies in working with this population.
- Understand and implement the top five things you can do in your center to help your vet

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Our presenter, Shirley Rowe, is the owner of Front Rowe Consulting which offers online training and seminars for career professionals as well as career coaching. For over 15 years she was a career counselor at the University of Texas at San Antonio where she worked with both military members and alumni. The past five years have been devoted to offering training through Front Rowe Consulting. Shirley is a nationally certified Career Development Facilitator (CDF) Instructor and serves on the National Career Development Association's Advisory Council which provides oversight and direction to the Board on the national CDF curriculum.

Title: The New Role of the College Career Center-Alfred Poor

Colleges are under attack, and their very survival is at stake. Whether your school is for-profit, private non-profit, or public, your constituents are demanding accountability to an unprecedented degree. No longer is it simply sufficient to give students a diploma in exchange for tuition. Managers deplore the lack of “soft” career skills of recent graduates. Parents want assurance that their children will be able to pay off loans and get a “good job” after graduation. The government is already shutting off the flow of federally-guaranteed student loans to schools that fail to produce students who succeed in the workplace.

The dawn is breaking for many colleges and universities. Colleges cannot keep doing what they've been doing and expect better results. They can't expect more from their career service centers, which have been woefully underfunded and understaffed. The NACE national ratio for students to career center professionals stands at 1800+:1. Increasing their resources ten-fold might help stem the tide, but who can afford to make that investment.

Instead, the role of the college career center must change. This webinar will provide a strategy for career center professionals to take a position of leadership and help their institutions address the issue of career preparation for their students.

Webinar outline of key concepts and strategies:

- The unique perspective career center professionals have on workplace preparation
- The critical importance of career skills for students and for their colleges
- The multiplier effect: doing much more with what you have
- Creating a campus-wide commitment to career skills
- Making the most of employer connections

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- How to counter academic opposition to “vocational training”

Our presenter, Alfred Poor, Ph.D. is a national speaker with a focus on the need for better career skills for our young adults. A graduate of Harvard, author of more than a dozen books including “7 Success Secrets That Every College Student needs to know.”

Title: How to Help Job Seekers Who Want To Find Meaningful Work – Jim Peacock

We will explore Sonny Hansen’s “six critical themes” and how students can incorporate these themes into their career exploration. Millennial's are often thinking about “making a difference” in the world and career counselors can incorporate this integrative thinking into practice. Help students think in these broader themes of; finding work that needs doing, exploring purpose, managing transitions, health, and balancing all this with family.

Participants will be able to:

- 1) Describe Hansen's 6 critical themes
- 2) Finding work that needs doing
- 3) Weaving lives into meaningful whole
- 4) Connecting family & work
- 5) Valuing inclusivity
- 6) Exploring life purpose
- 7) Managing transitions

* Learn how to use an activity with your students to discuss these broader themes in your practice

* Identify at least 2 resources for further investigation of these themes.

Our presenter, Jim Peacock, is the owner of Peak-Careers Consulting offering online seminars for career professionals, trainings, & career coaching. For over 11 years he was Director of the Advising at a community college, he has over decade of high school counseling as well, and the last several years has been full time with Peak-Careers Consulting.

He is a nationally certified Career Development Facilitator Instructor and president of Maine Career Development Association. In 2007 he received the Outstanding Career Practitioner

Title: Three Ways to Help Students More Effectively w/ Greater Impact - Alfred Poor

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College career center professionals are a dedicated bunch of people who are struggling against the tide to deliver effective guidance to their students, many of whom are facing the prospects of finding a job after graduation like a deer in the headlights of an oncoming car. And the task is not getting any easier; according to the National Association of Colleges and Employers, the ratio of campus career center staff has risen from 1,650:1 last year to 1,889 this year. The fact is that these students need more than just an edit of their résumé and some job search training. Study after study has shown that managers are not satisfied with the soft career skills that they find in recent college graduates, and this is causing problems for young workers and their employers.

This fact-based webinar will discuss:

- *Types of activities that matter most for college students who plan to enter the workforce after graduation

- *Practical ways that career center professionals can help them become better prepared.

- *How to keep it simple, yet cutting edge at the same time

Our presenter, Alfred Poor, Ph.D. is passionate about helping young people find success in the workplace. He speaks to high school, college, and corporate audiences, and is the author of “7 Success Secrets That Every College Student Needs to Know!” A Harvard graduate, he is particularly concerned about the lack of soft career skills in general among recent college graduates, and about finding ways to help current high school and college students be better prepared for the working world.



**Title: 6 Steps To Increase Student participation For Your Career Center-
Pete Leibman**

Do you want to increase student awareness, student participation, and overall support for your Career Center? Then, this is the webinar for you! Attendees will learn innovative, inexpensive strategies to improve all of their marketing efforts. The presenter has interviewed over 100 leaders of career centers and career development associations throughout the U.S. and Canada and conducted extensive online research. Best-practices for traditional marketing channels will be discussed, along with best-practices and trends for incorporating the Internet and major social media platforms into your Career Center's marketing plan.

More specifically, attendees will learn:

1. How to be more strategic with ALL of your marketing efforts
 2. How to get students and on-campus partners to do your marketing for you
 3. How to create Career development programs students will actually want to attend
 4. How to build bigger and better partnerships with employers
 5. How to utilize social media (i.e. Facebook, LinkedIn, You-Tube, Twitter, and blogs) to enhance the performance of your Career Center
- Pete Leibman has spoken to audiences as large as 4,000+, and he is the creator of both The Dream Job College Tour and The Washington Wizards' Sports Careers Day, events attended by thousands of students and high school/college faculty since 2004. Pete is also the author of The Career Center Marketing Blueprint, a 40-page report full of ideas and strategies on increasing student awareness, student participation, and overall support for a Career Center. All participants will also be able to receive a free electronic copy of The Career Center Marketing Blueprint, a 40-page report written by Pete Leibman

**Title: Enhancing Career Center Success Thru The Employer Interaction
Formula-Tanya Nations**

Are your career fairs or campus visits becoming a chore due to smaller staff, fewer resources, and a tougher economy? Are you losing employer interest in the process? Shake up your activity by adding "the employer interaction formula."

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Hospitality techniques can be used to retain on-campus recruiters, and to develop a loyal employer base for your recruitment calendar. Remember, recruiters are people too, and their influence is critical when it comes to decisions about visiting college campuses. With a bit of effort, you will see employers return due to your investment.

Key Takeaways:

- matching student populations to recruitment needs
- incorporating niceties that truly enhance campus visits
- managing co-sponsor partnerships for a more productive outcome
- strategies for following up between campus visits

Tonya Nations was recently **voted "Outstanding Career Service Professional of the Year"** by the Mississippi Association of Colleges and Employers (MACE). She is currently the Career Center Director for Millsaps College, a private liberal arts school, and has worked in the field for approximately 14 years. Additional employment in higher education includes The University of Southern Mississippi and Troy University. Tonya earned her Master's in Community Counseling at The University of South Alabama in 1997.

Tonya's service style is known to internal and external constituents at the College. In particular, good and excellent ratings for student services have doubled since her arrival in 2004, jumping from 40% to 80%. Tonya and her staff now apply these same hospitable techniques to employer visits resulting in a 95%-100% satisfaction rating.

Title: The Match Game-Career Centers & Employers Partnering together-Eric Pearson

Are you looking to enhance your relationships with employers so they come to the university more often than the annual Career Fair?

Have you just been struggling with ways to ensure your university students find the perfect job out of school?

Want to know how you can grow those corporate relationships without increasing your budgets?

Are you having trouble getting your students in front of employers?

Do you want to increase engagement by; the student, the employer and the career services staff?

If you answered yes to any / all of the above, then you won't want to miss this webinar presented by a seasoned recruiter from across the country as he



describes the techniques he has developed through Career Center relationships to seek and hire the most qualified graduates in the country. What works, as well as what doesn't work will be discussed. A number of engagement techniques embedded in the recruitment process that helps identify the best match for both the student and the employer will be explored. Not only will you hear about 'best practiced', they work.

Key takeaways:

1. How the Career Center can become the focal point for student recruitment by employers
2. How to grow your corporate partner support for career services
3. How to draw students to use career services as their one-stop recruitment source
4. How much fun it can be working with energizing corporate recruiters

Eric Pearson serves as the Sector Director of Development Program form Northrop Grumman Electronic Systems responsible for new graduate, Intern and Co-op Programs while leading one of the most innovative experiential Leadership Training Programs in the country. He has written a book or two in addition to serving on several University and Career Services Organizations Board of Directors, and in his spare time as a volunteer Adjunct Professor in the school of Engineering at Cal Poly, SLO.

Title: Successfully Building A Career Center Student Internship Program- Tara Orchid

Ever wish you could "clone" yourself? Could you use a few more "partners" in your career center?

The infusion of student interns into your career center can bring new ideas, opportunities to increase your outreach and decrease your workload and bring a fresh energy. However, if not effectively managed it can bring frustration, drain your office of energy and even damage your reputation. This webinar will share some of the key options to consider when building a student internship program; What type of students to select, how many, how long, what activities, how can you train and manage your interns and what are the potential costs and benefits. Key Learning outcomes

- 1) Options to consider when planning your student Internship program
- 2) Potential pitfalls and costs involved with running a student internship program
- 3) Roles of staff in training, supervising and managing student interns
- 4) The types of activities and services your student interns could offer

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Session Facilitator

Tara Orchard M.A. -

Principal Career Consultant, Social Media Strategist and Wikinomics Facilitator at Career-Coach.ca

Tara has over 17 years experience as a career professional and trainer. During 11 years in a post secondary education setting she oversaw the supervision and training of over 75 student interns and career professionals. She has written and re-written the guidelines and changed internships program options as student needs and expectations have evolved.

A specialist in the career actualization process, personality and EI assessment, branding and social media Tara has worked with 1000's of clients from students to 'C' level professionals and delivered 1,000's of hours of presentations to over 10,000 audience members.

Title: 5 Key questions for choosing career assessments- Dave Wood

Career centers rely on assessment tools to help clients choose their future career path. Discover what questions you should ask to determine the best ones for your center.

Dave Wood is a psychologist and the creator of the TypeFocus Careers program that is used by hundreds of career centers across North America. He is a frequent speaker at conferences including the National Career Development Association coming up this June in San Antonio.

In this webinar he will share what he has discovered from helping career centers make good decisions for their assessments.

Key takeaways:

1. How to determine the quality of any assessment?
2. How important is user acceptance? What about user accessibility?
3. What about costs? Should you include time costs?
4. What features are important for your center?
5. How can you collaborate to reduce costs?

Title: Training your students to successfully employ LinkedIn- Kelly Quattlebaum

We all know that most offers come through networking and that LinkedIn is an outstanding tool to use in this regard. But are we training our students to

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effectively use these tools to get the best results? Are there some tips we are not aware of that will obtain more effective results with less effort?

Our featured webinar presenter, Kelly Quattlebaum, will share this and more.

Key takeaways

During this webinar, you will learn how to train your student to use LinkedIn to:

- Get noticed by and impress the hiring authorities
- Land more interviews
- Prepare for interviews

Kelly will also discuss the Do's and Don'ts of LinkedIn, and how HR and hiring managers utilize LinkedIn during the hiring process.

Kelly Quattlebaum is the President of Global Marcoms, an international consulting company that offers social media, marketing, public relations, business development and sales services. Kelly is an expert on Social Media and Social Networking, specializing in LinkedIn, Facebook and Twitter. She shares her knowledge with others in the business community as a public speaker and also hosts a series of seminars that provide social media training.

Title: When Student dreams turn into nightmares-Dave Wood

Dave Wood is a psychologist and the creator of the TypeFocus Careers program that is used by hundreds of career centers across North America. He is a frequent speaker at conferences including the Global Career Development Association coming up this June.

Student dropouts suffer a loss of self-esteem and decreased future employment opportunities. Their dreams turn to nightmares. Overall, the dropout rate for most educational institutions can be as high as 50%. The highest dropout rate for post-secondary institutions occurs in the first year of study; Students drop out for a variety of reasons; these reasons need to be determined early in the school year so help can be provided while it is still useful.

Up to 50% of students who have "built their dreams" of attaining a better life through education drop out before graduating. Many students do not thrive in their new environments because they are overwhelmed by the changes they face at larger institutions. The Transitions Model of William Bridges provides a good foundation for understanding the difficulties these students face and suggests practical ways to assist them in their journey - so they too can build on their dreams. At the end of this session,

participants will be able to:

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List 10 psycho-social factors related to retention and latest personality research findings

Describe the psycho-social Failure to Thrive Model

Take away at least one idea for immediate implementation

Original research with university students identified which variables are most important and what interventions are needed to support the students.

Data comes from 78 first-time full-time students from a large state university: 2007-08 year with GPA and retention status available. Several variables that were measured in the first few weeks of the semester proved to be statistically significant in predicting drop-out rates a year later. The data was reviewed in terms of Bridges' Transition Model to create a "Failure to Thrive Model" of student retention.

Title: Chance, Luck And Happenstance: Helping Students Make The Most Of Unplanned Career Opportunities-Jim Peacock

Only 2% of the adults are actually working in the field they choose while in high school, so why do we rely so heavily upon interest, values, and personality assessments in career counseling when we know that unplanned events and "chance" or "luck" account for most people's choice in an occupation. Let's embrace the serendipity of life and encourage our students to do so too. This session is based upon Krumboltz, Levin, and Mitchell's work on the Happenstance Theory of career counseling, a learning theory that believes we can teach people through action steps how to create their own luck.

Key take-a-ways:

What action can you take when assessments simply are not working with your student?

How do you create luck?

What are the 5 key ingredients to create chance events or create luck

OUR PRESENTER: Jim Peacock

He worked most recently at a community college as the Director of the Advising, Career and Transfer Center, has experience as a high school counselor, and has held various student services positions at four colleges across the country. He is a nationally certified Global Career Development Facilitator (CDF) Instructor since 1998.

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He is a Past President for Maine Career Development Association (2004) continues to serve on the Governing Board. In 2007 he received the Outstanding Career Practitioner Award from NCDCA. He has been is a member of the National Academic Advising Association (NACADA) for 11 years and in 2004-05 he received a NACADA Region I Academic Advising Excellence Award. Jim is a skilled presenter and public speaker who works hard to promote the development of career professionals and is currently offering a 5 week online seminar titled "Career Advising Using Happenstance" and developing more online seminars now. He has taught online for over ten years.

TITLE: Productive Parent Involvement- Peter Gudmundsson

The parents of college students and recent graduates are often forgotten partners in the journey from college to career. Taken for granted as financial sponsors, dismissed as nags and rationalized as irrelevant, there are actually a number of productive, effective and in fact critical roles that college student parents can and should play. The webinar will discuss the elements of support that are most critical to student success and explore the dos and don'ts that will preserve family relationships for the future. College career officers will also learn how to convert their students' parents into allies in their missions.

Join CEO, entrepreneur and author Peter Gudmundsson while he presents a blueprint for productive parental involvement in the college student's quest for a place in the world of work. Peter is the author of the recent book, Not Done Yet: A College to Career Transition Guide for Parents. As the founder of the Career Foundations Academy in Dallas, Texas, he is an expert at understanding and communicating the tools and techniques that parents can use to be most effective. A CEO of multiple companies like Beckett publications, Design Guide Publishing and Jobs.com, Peter is also a former US Marine artillery officer and a Harvard MBA.

TITLE: Integrating Career Services Into The Classroom & Beyond-Davita Bonner

Are you interested in expanding student opportunities through career services? Are you involved with community service and other collaborative programs that lead to success?

Want to discover how to enhance the value of your career service? Do you have a desire in exploring new ways to promote career development with the faculty?

This webinar will offer career service professionals creative ways to combine

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career development strategies through the following methods:

- 1) Career sessions consisting of recruiters presenting employability skills such as Networking, Resume Writing, Behavioral based interviewing and other programs.
- 2) Ways to promote career development information to faculty, students, student based organizations.
- 3) Career development and how to promote it across all areas of your campus.

Our featured presenter, Davita Bonner is the Director of Career Services at Bethune-Cookman University in Daytona Beach, Florida. She has been involved in the personal, social, and career development of students for many years. Her passion is in preparing students for success in career and graduate opportunities.

TITLE: THE TRANSITION THEORY: WHY STUDENTS AND JOB SEEKERS STRUGGLE-Jim Peacock

Often when our students & job seekers are struggling to make a career decision, they are having difficulty moving through a transition in their life. We will breakdown transitions into their various parts to understand them and to assist clients in managing their transition.

Dr. Nancy Schlossberg's Transition Theory will be introduced and how it relates to career counseling, then we will move to Dr. William Bridges' work on understanding transitions in corporations and businesses and how his work is translatable to our career advising with clients.

Attendees of this webinar will learn:

- How to identify 4 areas that people struggle with when faced with difficult transitions.
- How to identify the area(s) that your student/job seeker should begin to work on first
- How to describe William Bridges Transition 3 step Process

OUR PRESENTER: Jim Peacock

He worked most recently at a community college as the Director of the Advising, Career and Transfer Center, has experience as a high school counselor, and has held various student services positions at four colleges across the country. He is a nationally certified Global Career Development Facilitator

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(CDF) Instructor since 1998 and taught the CDF class 11 times now as a hybrid.

TITLE: They're Hired! Closing the skills gap and delivering on the career promise-Martha Lanaghen & Ann Cross

Colleges today face specific and unique challenges as they help their students out of the classroom and into the workforce. This session offers practical and strategic tools to build, brand, implement and manage successful experiential learning programs and career services departments to help improve employment outcomes.

With an increased pressure on Institutions of Higher Learning to substantiate their course offerings with respect to employability; now more than ever, experiential learning programs are a viable way to prepare the student and close the "skills gap" that exists in the job market today. This webinar will share some of the best practices from around the country.

Our presenters, Martha Lanaghen & Ann Cross have spoken at dozens of conferences across the United States, including APSCU, Pearson's CITE, The Center for Customer Driven Quality, Call Center Week, and others. Attendees from their workshops say: "This was the best workshop of the entire conference," and, "The information I learned will be put to work immediately when I return."

Key Takeaways:

- * Review the recent gainful employment act and the effects on college admissions and career services
- * Externship Best Practices- What works!
- * Discuss the benefits of experiential learning programs
- * Learn how to develop externship sites - Building a database by region or department
- * Identify tools to manage experiential learning programs
- * Discover how to engage your externs and graduates in a Virtual Community