



# BARUCH COLLEGE CAREER CONFERENCE

Wednesday, March 31<sup>st</sup>, 2010

William & Anita Newman Conference Center

151 East 25<sup>th</sup> Street (between Lexington and Third Avenues), 7<sup>th</sup> floor

**12:30pm - 7:00pm**

Session One: 1:00PM – 3:00PM; Session Two: 3:30PM – 5:30PM; Networking (with light hors d'oeuvres): 6:00PM – 7:00PM

Come for a motivating, informative and inspiring day of career coaching and advising from leaders in the career development field. Hear from professionals on such topics as networking, job search promotional materials, professional branding and defining YOU online. Wrap up the day with the opportunity to meet with fellow attendees and other professionals representing a variety of industries and professions.

## SESSION ONE WORKSHOPS (1:00PM – 3:00PM)

*Register for one session*

### **Job Search Promotional Materials**

*Robert Hellmann, Career Coach and Adjunct Professor*

Are you delivering your marketing message in the 15 seconds a hiring manager is going to look at your resume or cover letter? Are you positioning yourself for your next job or for the last job you had? We will review resume, cover letter and pitch examples from actual job search “success stories” to get the facts straight about what works and what doesn’t. In the process, you’ll learn how to quickly and effectively provide the answer to “how can you help me” – a hiring manager’s number one question, and the key to landing interviews.

### **Networking for Success**

*Nancy Leighton, M.A., Ed.M., Career Counselor*

As the saying goes, “It is not what you know, but who you know.” But how does one start networking and how does that whole process work? Learn to gain more confidence and be more effective as you network to uncover the hidden job market.

### **Advanced Job Search Strategies**

*Sarah Stamboulie, Career Consultant, Stamboulie Career Consulting*

This workshop is designed to help high-caliber candidates conduct a state-of-the art executive job search in a challenging economy. It will describe the specific actions and techniques that contribute to a successful executive transition including, job search targeting, marketing oneself, job search structure and strategy, online resources, exploratory/informational meetings, and interviewing.

### **Career Management 2.0 from Finding Jobs Online to Finding You Online**

*Donna Sweidan, Career Coach and Trainer, Founder of Careerfolk, LLC*

Have you Googled yourself lately? If not, chances are somebody else has. With 86% of recruiters using Google to find out about potential candidates, and 44% of those being rejected because of “digital dirt”, professionals cannot afford to ignore the web and impact of social networking on career management today. In this workshop, participants will learn: why engaging in social media is an imperative for career management and job search efforts today, where you are going to get the greatest ROI, and how to establish a manageable social media strategy.

## SESSION TWO WORKSHOPS (3:30PM – 5:30PM)

*Register for one session*

### **Job Search Promotional Materials**

*Robert Hellmann, Career Coach and Adjunct Professor*

Are you delivering your marketing message in the 15 seconds a hiring manager is going to look at your resume or cover letter? Are you positioning yourself for your next job or for the last job you had? We will review resume, cover letter and pitch examples from actual job search “success stories” to get the facts straight about what works and what doesn’t. In the process, you’ll learn how to quickly and effectively provide the answer to “how can you help me” – a hiring manager’s number one question, and the key to landing interviews.

### **The Closest Thing to Career Insurance: Build Excellence, Trust, and Visibility into Your Personal Brand**

*Sarah Stamboulie, Career Consultant, Stamboulie Career Consulting*

While actual job guarantees are pretty well extinct, some professionals have such a strong reputation that they would have a hard time staying unemployed for long! How do such individuals differ from other accomplished professionals? This workshop will show you five proven techniques to expand your opportunities now and in the future by truly strengthening your professional reputation.

### **Career Management 2.0 from Finding Jobs Online to Finding You Online**

*Donna Sweidan, Career Coach and Trainer, Founder of Careerfolk, LLC*

Have you Googled yourself lately? If not, chances are somebody else has. With 86% of recruiters using Google to find out about potential candidates, and 44% of those being rejected because of “digital dirt”, professionals cannot afford to ignore the web and impact of social networking on career management today. In this workshop, participants will learn: why engaging in social media is an imperative for career management and job search efforts today, where you are going to get the greatest ROI, and how to establish a manageable social media strategy.

## NETWORKING (6:00PM – 7:00PM)

*No registration necessary*

Wrap up the day networking with other alumni and professionals representing a variety of roles and industries. Hors d’oeuvres will be served.

**COST: BARUCH COLLEGE ALUMNI: \$25.00; OUTSIDE ATTENDEES: \$50.00**

**RSVP: [JENNIFER.RODGERS@BARUCH.CUNY.EDU](mailto:JENNIFER.RODGERS@BARUCH.CUNY.EDU)**

**Please note the seminar per session you would like to attend.**

Questions? Contact **Jennifer Rodgers, Alumni Coordinator**, [Jennifer.rodgers@baruch.cuny.edu](mailto:Jennifer.rodgers@baruch.cuny.edu).  
STARR Career Development Center, NVC Room 2-150 \* 646-312-4670 [www.baruch.cuny.edu/careers](http://www.baruch.cuny.edu/careers)