



## 2007 CAREER CENTER

What is the Career Center? It is the place for your personal and professional development at the 2007 ASTD International Conference and Exhibition! The ASTD Career Center, located next to main conference Registration, will offer 18 free education sessions covering resume writing, interviewing, cover letters, identifying your interests, determining personal directions, and more. Sessions start each day at 7:00 a.m. so you can get the most out of your day!

Fee-based individual appointments to help attendees take a fresh look at their resumes, get feedback from coaches, and practice interviewing also begin at 7:00 a.m. daily. Attendees can schedule one, two, or three personal appointments and take full advantage of the expertise of multiple professionals all in one place. Last year, most attendees selected the combo packages over individual services. Appointments are very popular, so sign up early at the Attendee Service Kiosks near the Career Center!

All Career Center education sessions and individual appointments will be held in the Career Center.

### New features in 2007!

- Sunday afternoon education sessions
- Early morning individual appointments and education sessions—we've added 7:00 a.m. education and counseling sessions each day so you can make the most of your day.
- Personal, one-on-one mock interview appointments with an experienced professional. This new service will give attendees immediate feedback on their interviewing techniques.

## INDIVIDUAL APPOINTMENTS

Experienced career/personal coaches, resume reviewers, and interviewers are available to provide individual sessions for ASTD ICE attendees. Individual appointments are approximately 50 minutes long and can be scheduled based on your time and the availability of appointments. Use the Attendee Service Kiosks near the Career Center to sign up for appointments. Appointments are in high demand, so sign-up early; first come, first served. Individual appointments are non-refundable.

Appointments begin at 7:00 a.m.

### Individual Appointment Pricing

One service	\$60
Combo—any 2 services	\$100
Combo—all 3 services	\$150

9:45 A.M. – 10:30 A.M.

## CAREER CENTER ATTENDEE ORIENTATION

### Attendee Orientation

#### Career Center

The 2007 Career Center offers something for everyone—private, individualized coaching, resume reviews, and/or mock interview sessions, and personal career development presentations. The Career Center Orientation will be an overview of the services available this year and how to use this year's programs to give your career a boost! Bring copies of your resume!

## CAREER CENTER EDUCATIONAL SESSIONS

Sunday, June 3, 2007

1:45 – 3:00 P.M.

### CCS201 – Secrets of a Professional Resume Writer: Advanced Strategies that Get Results!

Speaker: Ross Macpherson

Preparing an effective resume is about knowing how to market yourself—how to “sell” your professional value to an employer in the most compelling way—but it's also about knowing the tricks that get resumes noticed in today's electronic job market.

At the conclusion of this session, participants will:

- know specific strategies to better “market” themselves in their resume
- know how to build a powerful resume “profile” that grabs attention
- know how to use compelling language that has impact
- know how to customize their resume in the way that works best for them.

Session repeated on Tuesday, CCT201.



3:30 – 4:45 P.M.

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## **CCS202 – Behavioral Interviewing— A Key to Effectively Being Hired and Hiring**

*Speakers: Sharon Armstrong and Alan DeBack*

Behavioral Interviewing is an interviewing technique used by employers that asserts that the most accurate predictor of future performance is past performance in a similar situation. This approach will supply a more objective set of facts to make employment decisions than other interviewing methods. And don't we need to make better employment decisions? As interviewees, this approach will help you be better prepared for the interviews for those positions you want to land.

**Monday, June 4, 2007**

7:00 – 7:45 A.M.

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## **CCM101 – Finding a Job that Gives You Joy**

*Speaker: Letitia Sweitzer*

In this interactive session, a deceptively simple exercise reveals what aspects of life bring you joy; these must be incorporated into the job search. Individual attention plus class discussion gives insight into your needs. Similar exercises focus on what brings you satisfaction and what brings you peace. Examples of needs and outcomes drawn from the presenter's coaching practice make the process clearer.

9:30 – 10:45 A.M.

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## **CCM102 – Lights, Camera, Action: The Anatomy of an Interview**

*Speakers: Sharon Armstrong and Alan DeBack*

Want to see an interview up close and personal?

The Anatomy of An Interview is a lively, highly interactive session where you get to dissect the different parts of an interview from both sides of the desk. Participants will observe a mock interview, then discuss the strengths and areas for development they see, for both employer and applicant. There will be an opportunity for mock interview practice so the strengths can be applied immediately. An extra bonus is three interview guides ready for use.

11:00 – 11:45 A.M.

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## **CCM103 – Grab Their Attention with Powerful Cover Letters!**

*Speaker: Ross Macpherson*

Powerful cover letters are critical components to an effective career strategy, and yet most people prepare dull, uninteresting cover letters that are considered "poor at best" by recruiters, managers, and HR professionals. The same applies to followup letters: They are a critical addition to your career toolkit but they are often done poorly (or worse, not at all). If you want to know how to prepare the kind of letters that demand attention and get you noticed, then this program is for you.

At the conclusion of this session, participants will:

- learn a simple three-step formula to craft effective letters
- know how to write a powerful "hook" that grabs attention
- know how to write a compelling "pitch" that showcases their expertise and value
- know how to create effective followup letters (and why they are so important).

*Session repeated on Tuesday, CCT101.*



12:30 – 1:45 P.M.

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## **CCM201 – The Best Future is the One You Create**

*Speaker: Karen Hosey*

Behavioral scientists estimate that 80 percent of our attitudes are formed before the age of five. Because these attitudes are subconscious, they are rarely addressed. In the career development arena, that can be the difference between a person who achieves great success and one who does not, though their training and educational qualifications may be the same. In this workshop, participants will gain an understanding of how to identify and change those areas of their lives and attitudes that might be holding them back.

Identifying past hindrances is only half the battle. We must bring the process to closure by learning effective goal-setting techniques. People who are career driven are often more adept at setting goals but they are not more adept at achieving them. Workshop participants will learn goal-setting techniques that time management programs fail to teach. As a result, participants will be equipped to develop—and achieve—strategies that will propel their career and personal lives to a new dimension!

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2:15 – 3:30 P.M.

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## **CCM202 – Executive Resume: A Reflection of You**

*Speaker: Deleise Lindsay*

Why do you need an accomplishment-based resume if you are content in your current job? How can you quantify results you obtain in your job? How can you leverage these results to advance your career? Does your resume reflect your contribution to the overall business goals of your organization? This session will help you answer these questions, as well as give you an opportunity to write your own summary statement and at least one accomplishment statement during this interactive session. An executive resume is no longer a job description, but your marketing brochure. It has to grab the readers' attention and make them say, "Wow, I have to meet this person." Participants always walk away from this session shaking their heads, saying, "I can't believe I was actually going to send out this resume. I've got a lot of work to do."

4:00 – 5:15 P.M.

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## **CCM203 – Getting Your Message Out: Networking throughout Your Career**

*Speaker: Anne Hull*

Networking is a skill set for overall career/life success, yet many of us don't think about it until we are in a job search. The relationships that we build over our lifetime serve as both short-and long-term investments. This session looks at key strategies for developing personal business relationships that help us get things done, make connections, and build a strong framework for our personal career success.

At the conclusion of this session, participants will:

- distinguish between effective networking and assumptions that prevent us from being effective
- assess their own networking proficiency
- be able to begin a conversation with a stranger at a conference and other settings
- identify and use e-networking tools
- identify two to three action steps to enhance their overall career networking competence.



**Tuesday, June 5, 2007**

**11:30 – 12:15 P.M.**

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**7:00 – 7:45 A.M.**

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## **CCT101 – Grab Their Attention with Powerful Cover Letters!**

*Speaker: Ross Macpherson*

Powerful cover letters are critical components to an effective career strategy, and yet most people prepare dull, uninteresting cover letters that are considered “poor at best” by recruiters, managers, and HR professionals. The same applies to followup letters—they are a critical addition to your career toolkit but they are often done poorly (or worse, not at all). If you want to know how to prepare the kind of letters that demand attention and get you noticed, then this program is for you.

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*Session repeated on Wednesday, CCW102*

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**10:00 – 11:15 A.M.**

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## **CCT102 – Networking: Building & Maintaining Strong Career Relationships**

*Speaker: Marilyn Feldstein*

We all know the importance of networking—or building and maintaining career relationships. Yet, how many of us really engage in networking or understand the best techniques for doing so? Whether you are searching for a career position, marketing your own business, representing your organization in sales or service, or merely developing professional links, brushing up on your skills in the art of networking will definitely help you succeed.

At the conclusion of this session, participants will:

- create, critique, and practice a 30-second introduction
- learn how to make small talk that will open big doors
- learn how to build effective relationships within and outside their company/organization
- learn how to increase their network by a minimum of 24 people annually.

## **CCT103 – Online Networking**

*Speakers: Diane Crompton and Ellen Sautter*

Online networking—building professional relationships through Internet-based social networks, discussion groups, blogs, and personal websites—is the hottest topic to hit the world of job hunting and career management since a little site called Monster started the electronic job search revolution of the 1990s.

Major online networks such as LinkedIn, with its nine million members, are changing the way professionals find, meet, and do business with each other. In addition, more professionals are expressing their personal “brand” online through their own websites or blogs as a way to gain visibility and attract opportunities.

Attendees will gain valuable insights on how online networking tools can enhance the career management or job search processes.

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**1:45 – 3:00 P.M.**

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## **CCT201 – Secrets of a Professional Resume Writer: Advanced Strategies that Get Results!**

*Speaker: Ross Macpherson*

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4:00 – 5:30 P.M.

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## **CCT202 – Successful Salary Negotiation**

*Speaker: Daniel Porot*

You will learn the techniques and strategies used for successful salary negotiation. Topics covered will include the “interview curve”—when it’s right to begin a negotiation, 12 ways to postpone salary negotiation, 40 positive signs an employer is ready to negotiate, 7 strategies to get the salary desired, and 7 principles to increase chances for the best outcome. This session will equip you to help others (and yourself) get the best possible salary for any job, knowing when and how to negotiate successfully, including how to ask for and get a raise.

**Wednesday, June 6, 2007**

7:00 – 7:45 A.M.

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## **CCW101 – How to Write a Winning Resume**

*Speaker: Diane Bogino*

This session covers various resume types and the advantages and disadvantages of each. The speaker will review formats or layouts for resumes with examples, and explain what should and should not go in each section of a resume. She will reveal how to word each section for the greatest impact. Review examples of cover and thank you letters, and learn about telephone etiquette and interviewing.

Each participant will receive a workbook. At the conclusion of this session, participants will:

- understand how to ensure their resume stands out and gets read!
- know what should and should not go into each section of the resume
- understand how to use action verbs and make them “sing”
- know what employers really seek.

8:00 – 9:15 A.M.

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## **CCW102 – Grab Their Attention with Powerful Cover Letters!**

*Speaker: Ross Macpherson*

Powerful cover letters are critical components to an effective career strategy, and yet most people prepare dull, uninteresting cover letters that are considered “poor at best” by recruiters, managers, and HR professionals. The same applies to followup letters—they are a critical addition to your career toolkit but they are often done poorly (or worse, not at all). If you want to know how to prepare the kind of letters that demand attention and get you noticed, then this program is for you.

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9:30 – 10:15 A.M.

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## **CCW103 – Present Yourself with Presence**

*Speaker: Augusta Horsey Nash*

What “body” will you take with you to your next interview or meeting—calm and curious, nervous and all over the place, open without spilling your guts, confident yet not a know-it-all, look them in the eye/stare them down/look away? Join us to explore what “body” you want to take with you—how you prepare the physical body to make the lasting impression you want. We’ll use props and music and each other to play with this proven method for success.

At the conclusion of this session, participants will:

- know the secret skill of body and mood and its importance in making an impression
- feel the difference in response to certain body energies
- have three ways to prepare their bodies to create the impact they want.



**Wednesday, June 6, 2007**

**10:30 – 11:45 A.M.**

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## **CCW104 – Getting It!**

*Speaker: Jesi Hirsch*

How to get what you want in life! By using a simple yet compelling three-step process, you can create the life you want. The three steps are: know what you want, ask for it, and believe it. This may seem simple, yet many people don't really know what they want. In this presentation, you will clarify and prioritize what you want. Next, we will talk about how to ask for it and who to ask. Third, everyone will practice asking for it and believing they can have it!

At the conclusion of this session, participants will:

- have a list of what they want, prioritized
- learn how to ask for it
- practice speaking their wants verbally and with their body.

**12:00 – 1:15 P.M.**

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## **CCW201 – Approaching Your Job Search from Your Heart**

*Speaker: Peggy Titus Hall*

This program will help participants come to know themselves by learning about what they truly want for their careers and by connecting with their passions. There are numerous organizations that assist individuals with the functional job search tools (resume updates, interview skills, target research, etc.).

In this workshop, participants will identify their personal values, create their "ideal" jobs as their visions, and learn how to make it happen through facilitation, hands-on exercises, and working in pairs and groups. They will learn to align their personal lives, develop their own personal "Boards of Directors," and form effective networks. In addition, they will create a plan for maintaining their career visions by developing accountability partnerships with key individuals in their lives to keep them on track. Recruiters and staffers all agree that candidates who truly care about their work stay on the job. Focusing on this aspect of their job search will help participants make better decisions as they field job offers and career opportunities.

Thanks to Marshall Brown, founder, Marshall Brown & Associates for coordinating the 2007 ASTD Career Center. Marshall Brown & Associates is a professional career and executive coaching firm headquartered in Washington, DC.

# Join ASTD

for the tools, resources, and professional network that will take your career to the next level...

- Arm yourself with leading edge content and best practices
- Save valuable time using exclusive, reliable, and proven research tools and resources
- Ensure quality by tapping the wealth of knowledge built and approved by the leaders in workplace learning and performance
- Lead training and development in your organization to drive bottom-line results.

The American Society for Training & Development (ASTD) has the content, resources, professional development, and network to help you achieve exceptional results within your organization or for your own business.

**Join ASTD today!**



Learn more at [www.astd.org/membership](http://www.astd.org/membership), or call 1.800.628.2783; 1.703.683.8100 outside the U.S.



# ASTD Membership Application

## MEMBER INFORMATION

Please indicate if this is a:

- New ASTD Membership    Membership Renewal    Subscription Add-On

Membership #

(For Renewal/Add-on)

Name

E-mail  (For delivery of online benefits; ASTD does not rent or sell email addresses)

Title

Phone 1

Company

Phone 2

Mailing Address 1

Fax

Mailing Address 2

Chapter Code, Partner Code, or Global Network

City  State  Postal Code

Country

## 1. CALCULATE YOUR DUES

**ASTD Membership** (Prices include shipping and handling)

Includes *T+D* magazine, full access to [astd.org](http://astd.org), access to ASTD research tools, the *Annual State of the Industry Report*, ASTD Links, exclusive member discounts, and much more.

I want to enroll or renew as a:

- 1 Year Member**  
 **1 Year E-Member** international only  
 **2 Year Member**  
 **3 Year Member**  
 **Senior Member** over 62  
 **Student Classic Member** 12 credit hours per year  
\*e-membership (on-line benefits only)

US	Canada/ Mexico	All Other Countries	Total
\$180	\$205	\$250	\$ _____
N/A	\$150*	\$150*	\$ _____
\$320	\$370	\$460	\$ _____
\$450	\$525	\$660	\$ _____
\$90	\$115	\$160	\$ _____
\$59	\$59*	\$59*	\$ _____

(Sec. 1) **Subtotal** \$ \_\_\_\_\_

## 2. ADD SPECIALIZED CONTENT (Prices include shipping and handling)

Get specialized content to meet your career development needs with these subscription products.

- ASTD Book Club** Six pre-selected ASTD books per year (over \$200 value!)
- Infoline Plus** Monthly, 16-page, how-to publication (over \$129 value!)
- Trainer's Advantage Book Club and Infoline** (save 20%!)
- HRDQ** Discounted one-year subscription to HRDQ (over \$100 value!)
- OD/Leadership News** (10 online issues + archives)
- E-Learning News** (10 online issues + archives)
- Consulting Plus** (4 webcasts/year)
- Measurement, Evaluation, and ROI News** (6 online issues + archives)

US	Canada/ Mexico	All Other Countries	Total
\$99/yr	\$124/yr	\$169/yr	\$ _____
\$89/yr	\$114/yr	\$159/yr	\$ _____
\$150/yr	\$200/yr	\$290/yr	\$ _____
\$68/yr	\$68/yr	\$84/yr	\$ _____
\$100/yr	\$100/yr	\$100/yr	\$ _____
\$100/yr	\$100/yr	\$100/yr	\$ _____
\$40/yr	\$40/yr	\$40/yr	\$ _____
\$60/yr	\$60/yr	\$60/yr	\$ _____

(Sec. 2) **Subtotal** \$ \_\_\_\_\_

**Total** (Add Sec. 1 and 2) \$ \_\_\_\_\_

## BILLING ADDRESS (If different from shipping address)

Company

Address

Address

City  State  Postal Code

Country

## PAYMENT INFORMATION

Check drawn on a U.S. Bank and payable to ASTD is enclosed.

Please charge the total to my:

VISA    MasterCard    American Express    Discover

Card #

Exp. Date   /

Signature

Date

## SENDING YOUR PAYMENT

**Mail:** ASTD, Box 1567, Merrifield, VA, USA 22116-1567 • **Phone:** 1.800.628.2783 (U.S.) or 1.703.683.8100 • **Fax:** 1.703.299.8723.

**Wire Transfer/ACH:** Please contact an ASTD Customer Care Associate for information. TRANSACTION MUST include name and indicate "ASTD Membership." Please provide a copy of the bank's transaction receipt when submitting this form. **Purchase Order:** Signed P.O., printed on company letterhead, must accompany this application.

