



**THE NRWA**  
**2021**  
 ANNUAL CONFERENCE  
*Resilient & Thriving*

## At-a-Glance Conference Agenda

Please note – All times listed are Eastern Standard Time Zone

DAY ONE   Monday – September 20, 2021		
Welcome	Check in to Lobby	10:30 a.m. – 11:00 a.m.
General Session	Keynote Presentation: Dr. Dawn Graham "Catapulting Job Seekers into the Future of Work"	11:00 a.m. – 12:30 p.m.
Break	Break / Networking	12:30 p.m. – 1:15 p.m.
Concurrent Session 1 of 2	Minimize the White Space By Maximizing the Black Ink: 4 Ways to Represent the Underrepresented   Elizabeth Carter	1:15 p.m. – 2:45 p.m.
Concurrent Session 2 of 2	Unveiling the Superhero: Tips for Getting the Hidden Info with Client Intakes   Sharyn Grose	1:15 p.m. – 2:45 p.m.
Break	Visit with Vendors in Expo	2:45 p.m. – 3:30 p.m.
Concurrent Session 1 of 2	Creating Amazing Charts and Graphs in Microsoft Word Marie Plett	3:30 p.m. – 5:00 p.m.
Concurrent Session 2 of 2	How to Successfully Network in the Virtual World Laura Bashore	3:30 p.m. – 5:00 p.m.
Expo	Visit with Vendors in Expo	5:00 p.m. – 6:00 p.m.
Networking Session	Welcome Reception / Networking	6:00 p.m. – 7:00 p.m.
DAY TWO   Tuesday – September 21, 2021		
Networking Session	Morning Meet Up West Coast Early Risers / East Coast Coffee Break	10:00 a.m. – 10:30 a.m.
Concurrent Session 1 of 2	Paving The Way for Student and New Graduate Success: Best Practices and Tips for College Career Center Professionals in 2021 and Beyond   Brandi Munoz & Gabrielle Thomas	10:30 a.m. – 11:30 a.m.
Concurrent Session 2 of 2	Add Interview Coaching Services to Improve Your Clients' Success and Grow Your Bottom Line   Paula Christensen	10:30 a.m. – 11:30 a.m.
Break	Door Prizes in the Lobby	11:30 a.m. – 12:00 p.m.
General Session	Business Meeting	12:00 p.m. – 12:30 p.m.
General Session	Personal Pronouns in Résumé Writing   Brandi Munoz	12:30 p.m. – 1:30 p.m.
Break	Visit with Vendors in Expo	1:30 p.m. – 2:00 p.m.
Concurrent Session 1 of 2	Writing Board of Director Resumes: How to Position Your Executive Clients to Win Board Seats   Michelle Dumas	2:00 p.m. – 3:00 p.m.
Concurrent Session 2 of 2	Is Your Website Working FOR or AGAINST You? 5 Ways Your Website Could Be Losing Sales That You May Not Even Know About   Rebecca Metz	2:00 p.m. – 3:00 p.m.
Break	Vendor Time /Door Prizes in the Lobby	3:00 p.m. – 3:30 p.m.
General Session	Writing LinkedIn Profiles with Personality   Louise Kursmark	3:30 p.m. – 5:00 p.m.
Break	Visit with Vendors in Expo	5:00 p.m. – 6:00 p.m.
Networking Session	Open Forum Discussion Bring your Obstacles	6:00 p.m. – 7:30 p.m.

<b>DAY THREE   Wednesday – September 22, 2021</b>		
<b>Networking Session</b>	<b>Morning Meet Up West Coast Early Risers / East Coast Coffee Break</b>	9:30 a.m. – 10:00 a.m.
<b>Concurrent Session 1 of 2</b>	<b>Hindsight is 2020: 10 Things Every New Business Owner Needs to Know!   Chelsea Jay</b>	10:30 a.m. – 11:30 a.m.
<b>Concurrent Session 2 of 2</b>	<b>Get Out of Your Comfort Zone &amp; Generate More Money Understanding Federal Resume Writing Services Ellen Steverson &amp; Nancy Segal</b>	10:30 a.m. – 11:30 a.m.
<b>Expo / Vendor / Break</b>	<b>Vendor Expo</b>	11:30 a.m. – 12:15 p.m.
<b>General Session</b>	<b>Transform Your Business through Automation: A Guide to Small Business CRMs   Kari Solomon</b>	12:15 pm – 1:30 pm
<b>Expo</b>	<b>Break</b>	1:30 p.m. – 2:00 p.m.
<b>Concurrent Session 1 of 2</b>	<b>How to Leverage Blog Writing, Digital Strategy, &amp; Media to Drive ROI for Your Resume Business   Wendi Weiner</b>	2:00 p.m. – 3:30 p.m.
<b>Concurrent Session 2 of 2</b>	<b>Relaunching Careers: Write Resumes, Cover Letters, and LinkedIn Profiles to Help Job Seekers Return to the Workforce After an Extended Break   Anne Barnwell</b>	2:00 p.m. – 3:30 p.m.
<b>Break</b>	<b>Door Prizes in the Conference Lobby</b>	3:30 p.m. – 4:00 pm
<b>General</b>	<b>Defining Diversity: Open Forum Discussion Led by DEI Committee Chair, NRWA President, and Panel</b>	4:00 p.m. – 5:00 p.m.
<b>Expo</b>	<b>Visit with Vendors in Expo</b>	
<b>Networking Session</b>	<b>Closing Reception - NRWA Member Awards &amp; Networking</b>	6:00 p.m. – 7:00 p.m.
<b>DAY FOUR   Thursday – September 23, 2021</b>		
<b>Networking Session</b>	<b>West Coast Early Risers / East Coast Coffee Break</b>	10:00 a.m. – 11:00 a.m.
<b>Concurrent Session 1 of 2</b>	<b>Navigating the NCRW Process Sara Timm &amp; Kathy Keshemberg</b>	11:00 a.m. – 12:00 p.m.
<b>Concurrent Session 2 of 2</b>	<b>5 Small Business Secrets for Landing Lucrative Corporate Contracts   Laura Labovich</b>	11:00 a.m. – 12:00 p.m.
<b>Break</b>	<b>Door Prizes in the Conference Lobby</b>	12:00 p.m. – 12:30 p.m.
<b>General Session</b>	<b>Closing Remarks</b>	12:30 p.m. – 1:00 p.m.
<b>General Session</b>	<b>The ABCs of the ATS   Crystal Chisholm</b>	1:00 p.m. – 2:30 p.m.

**Deadline to Register for Swag Box is August 20<sup>th</sup>**

**[Register Here](#)**