



# GREATER ROCHESTER CAREER CONFERENCE & JOB FAIR AGENDA AND WORKSHOP SCHEDULE

9:00am - 3:00pm **Registration & Networking** with businesses  
**\*\*ASL interpreters will be available 11:00-2:00 to assist job seekers that want to speak with businesses.**

9:30am – 10:30am **Workshops**

Forum Business Panel: How Do You Become the Candidate of Choice?  
Empire Shhh...The Secrets of Engaging Others to Create a Winning  
Job Search Strategy – Finally Revealed!

11:30am – 12:30pm **Workshops**

Forum Job Search Overwhelm: When Your Job Search Isn't Getting  
the Results You Want  
Empire The Life of a Recruiter – Exposed!

1:30pm – 2:30pm **Workshops**

Forum How to Talk So the Interviewer Listens!  
Empire Let's Get Social: Embracing Social Media In Your Job Search

3:00pm **Conference ends**

## Workshop Topics

9:30 – 10:30 AM: Business Panel: How Do You Become the Candidate of Choice? Sponsored by RochesterWorks!

An interactive discussion with a panel of business human resource and recruiting representatives on ways to stand out during the hiring process, the role company culture plays into hiring decisions and more.

9:30am – 10:30am Shhh ...The Secrets of Engaging Others to Create a Winning Job Search Strategy – Finally Revealed Presented by Bill Gormont

Discover the secrets of engaging others to effectively expand your job search team. Learn how to instantly connect with everyone when you enter the interview room. The closely guarded techniques of creating an anchor memory will be exposed so you'll be remembered by everyone you meet during and after your job search.

11:30am – 12:30pm Job Search Overwhelm: When Your Job Search Isn't Getting the Results You Want Presented by Dr. Rita Carey, RCM Associates

When your job search takes longer than expected and you can't see the light at the end of the tunnel, it's difficult to keep going. But you can regain confidence and revitalize your job search. This presentation will help you do just that.

11:30am – 12:30pm The Life of a Recruiter – Exposed! Presented by Lori Farley, Remedy Intelligent Staffing

Get the inside scoop on working as a recruiter from Lori Farley, Branch Manager at Remedy Intelligent Staffing. In this presentation Lori will take your questions and discuss:

- How do interactions with a recruiter differ from direct contact with an HR Rep at a company?
- Common myths/misconceptions about recruiters
- What can you expect from a recruiter/what does a recruiter expect from a job seeker
- What to do/ not do when working with a recruiter

1:30pm-2:30pm How to Talk So the Interviewer Listens! Presented by Nancy Roberts, Insights

Let's face it. Interviewing can be one of the most nerve-racking situations you will ever find yourself in. So what do you need to know to not only feel more confident when interviewing but also make yourself shine above all other candidates? In this session, you will learn:

- The #1 mistake most candidates make when interviewing
- A proven model to "read" the interviewer that most people don't know about
- 4 ways to quickly adapt your communication for a greater connection with the interviewer
- How to handle pre-employment assessments when they come up
- The #1 secret to reduce anxiety when looking for a job

1:30pm-2:30pm Let's Get Social: Embracing Social Media in Your Job Search Presented by Ruth Ann Smith

Social Media is constantly evolving. As it does, so do the tools you can use for your job search. Whether you are new to social media or have been using it for years, join us as we explore social media from a job search perspective to help you manage your online reputation, protect your privacy, and connect with new opportunities at your target companies