



Nonprofit Career Conference

November 15, 2011

**8:00 AM - 5:00 PM
African American Museum
Philadelphia**



All PowerPoint presentations will be available after the conference at <http://content.opportunityknocks.org/2011/10/18/nonprofit-career-conference-philadelphia-presentations/>

SCHEDULE AT A GLANCE

8:00 – 9:00am Registration

8:30am Consulting Stations Open

9:00 - 10:15am Concurrent Session 1

Navigating Nonprofits

Navigating the world of nonprofits is an acknowledged challenge. On one hand you have organizations who want to do good. The key challenges are limiting beliefs, scarcity, boundaries, acknowledgment, and transforming future self. Money, money, money and the ability to find the funds necessary for program delivery is sometimes all consuming. It seems like a lucrative market and you've got just the skills they need. This introduction will give you tips on how to penetrate that market and alert you to what some of those boundaries are so you can set yourself up for success.

Faculty: Kayte Connelly, CCT | Best Principled Solutions LLC

The Soup to Nuts of Interviewing Skills

Interview skills are one area where a little training can go an awfully long way. This session will help you better understand the dynamics of an interview situation so that you can actually be more 'in charge' of the interview.

Key takeaways:

- Best practices on how to present yourself at an interview
- How to tell a good story about yourself and give relevant examples instead of reciting your resume
- Positioning yourself as a more interesting and accessible candidate

Faculty: Melissa Landsmann, SPHR | Director of Human Resources - Accume Partners

10:15 – 10:45am Break & Consulting Stations

10:45am – 12:00pm Concurrent Session 2 (Repeated from Session 1)

Navigating Nonprofits

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The Soup to Nuts of Interviewing Skills

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12:00 – 1:00pm Lunch on Your Own

1:00 – 1:15pm Raffle Drawing

1:15 – 2:30pm Concurrent Session 3

How to Develop a Brand That Works for you and Gets You Work

Branding is vital for the successful marketing of products, services - and people! “A promise that creates a preference,” a brand can be based on your personality, your expertise, your location or all of the above. Its power lies in its ability to make people remember and choose you over the competition. Facilitator Wendy Lalli is an award-winning copywriter who has developed sales generating brands for a wide range of clients including non-profit associations.

Now a career coach, she'll teach you how to support your job search by:

- Discovering your brand
- Using it to make yourself stand out from the crowd
- Launching and supporting your Brand through networking

Faculty: Wendy Lalli | Independent Career Coach

Staying Competitive in a Changing Nonprofit Sector

As today's nonprofit organizations evolve, grow and/or reinvent themselves, what staff and management skill sets will provide job seekers, and those wishing to advance their careers, with a competitive edge?

This workshop will provide an overview of:

- Current and Future Nonprofit Trends
- What core competencies are today's nonprofit employers looking for?
- Stages of Organization Development: The "evolution cycle" of Nonprofits
- Five Major Focus Areas of Nonprofits (and the requisite skills sets of each)
- Types of Nonprofits: Having a "passion for the Mission"

Faculty: Louise Polis, Career Transition Strategist | Career Pro Resume Center, Inc.

2:30 – 3:00pm Break & Consulting Stations

3:00 – 4:15pm Concurrent Session 4 (Repeated from Session 3)

How to Develop a Brand That Works for you and Gets You Work

Faculty: Wendy Lalli | Independent Career Coach

Staying Competitive in a Changing Nonprofit Sector

Faculty: Louise Polis, Career Transition Strategist | Career Pro Resume Center, Inc.

4:15 – 5:00pm Consulting Stations Open

5:00pm Conference Adjourns

Consulting Stations

8:30 am – 5:00 pm

Conference attendees can participate in 12 minute individual consulting briefs with subject matter experts on a first-come first-served basis at various Consulting Stations (the station descriptions are listed below).

Consulting stations are open all day, even during workshop sessions, to allow flexibility and to ensure that everyone has an opportunity to meet with the consultants.

Resume Critique:

Career Counselors will do a brief review of participant resume and provide directional advice.

Nonprofit Career Paths:

Local nonprofit career experts and nonprofit managers will assist you in aligning your core competency areas to take your career to the next level.

Volunteering 101:

Volunteer management professionals will provide advice on incorporating volunteer service into your job search strategy.

What to Prepare for and Bring to the Conference

Personal Amenities:

Be sure to bring your own water bottle and comfort items. Based on your personal preference, meeting rooms may be cooler or warmer than you prefer so please dress accordingly. Healthy snacks will be provided throughout the day.

Lunch:

Lunch is on your own so please feel free to bring a brown bag lunch or money for lunch at one of the numerous restaurants available in the vicinity of the African American Museum.

Career Tools:

Bring your resume and business cards to utilize the breaks in between workshops and at lunch to network with other professionals and participants in the community.

Conference Faculty



Kayte Connelly, CCT | Best Principled Solutions LLC

Kayte Connelly CCT, has over 30 years of experience in civic engagement. A schooled social worker and public administrator, Ms. Connelly became integrally involved in the community development through the pursuit of a public radio station license for songwriters in the Lehigh Valley in the late 70's. Having worked in business, education, with special populations, government and heavily in the arts, Ms. Connelly has honed skills and has acted as a successful change agent, designing systems that assist organizations in dreaming big and accomplishing those dreams. Using a holistic approach, Ms. Connelly enlists your vision to integrate yourself into your respective global community and invites you to stretch that vision. Additionally, she partners with key organizational development leaders to provide support services, such as pre-employment hiring assessments. Connelly is a certified ChangeWorks® Practitioner, Analyst and Trainer and an approved Standards for Excellence Consultant.



Melissa Landsmann, SPHR Director of Human Resources | Accume Partners

Melissa is the Director of Human Resources and has over 14 years of extensive HR experience, primarily in the finance, insurance and staffing industries. In her role at Accume, she oversees all aspects of human capital including recruiting, performance management, benefits, compensations, employee engagement processes and professional development, ensuring that talent management processes are aligned with organizational goals. Prior to Accume, Melissa's roles included HR Director at a finance consulting firm and generalist at DaimlerChrysler Financial Services. These positions, along with her human resources consulting positions while in the staffing industry, have given her experience in all aspects relating to the human capital of an organization, including compensation, benefits, strategic staffing, employee relations and internal client relationships. Melissa is a Certified Senior Professional in Human Resources (SPHR).



Wendy Lalli, Independent Career Coach

Wendy Lalli has helped hundreds of clients increase sales and build their reputations as an award winning copywriter, direct response strategist, and digital marketing expert. As the principal of Wendy Lalli, Ltd. for the past 14 years, she has not only written ads, sales brochures, videos, direct mail packages, and Web sites, but also print and online articles for clients ranging from online colleges to a Web site for professional chefs. Ms. Lalli started her career as a junior copywriter for Marsteller/Y&R in New York and has worked at both large and small advertising agencies in Philadelphia, Chicago, and Wilmington. Her experience also includes working in-house at the corporate headquarters of MBNA America, creating everything from hundreds of direct response campaigns for affinity marketing clients to internal training videos for the company's 15,000 employees.



Louise Polis, Career Transition Strategist | Career Pro Resume Center

Louise Polis is a Career Transition Strategist and the owner of Career Pro Resume Center (<http://www.wewritersumes.com/>), Philadelphia's oldest resume preparation service. She has partnered with more than 8,000 satisfied job seeking customers in the preparation of resumes, biographies and cover letters. She is also an Adjunct Career Development Associate with Right Management, the world's largest outplacement service, conducting career transition workshops. Her nonprofit management experience includes developing and coordinating volunteers as an Executive Director of the Philadelphia Jaycees, Philadelphia Volunteer Lawyers for the Arts and numerous assistance programs serving the independent elderly.

FOR AS LITTLE AS \$15, YOU CAN PRACTICALLY GUARANTEE YOUR RESUME WILL BE SEEN BY HIRING MANAGERS.

WANT TO STAND OUT?

With Resume Upgrade, get the jump on your competition by highlighting your resume and going **straight to the top** on employer resume searches and job applications!

The average job search lasts 4 months.
Shorten your time by upgrading your resume's visibility today!

HOW DOES IT WORK?

Two ways:

1. When you apply for a job using the Opportunity Knocks system, your resume will stand out from other candidates by moving to the top of the employers' applicant inbox as well as being highlighted.
2. For employers utilizing our Resume Search to review candidates, your resume will be moved to the top and highlighted based on their search criteria.

Get started today by updating your resume and upgrading to stand out from your peers!

- 1- Log in to your account
- 2- Update your Resume (if needed)
- 3- Click on Upgrade your Resume

Career Conference Attendees entitled to 10% Discount

Enter Promo Code Upon Checkout: OKCAREERPA
Offer expires on 01/01/2012

Need Help? Contact support@opportunityknocks.org or call us at 888-656-6257