

CALIFORNIA PLACEMENT ASSOCIATION

A Coalition of Employment Professionals in Business, Education, & Government



CPA's Central Regional Workshop

"Next Generation Job Search:

Using Technology to Increase Productivity"

Wednesday, December 7, 2016

8:00 a.m. to 3:30 p.m.

AMERICA'S JOB CENTER OF CALIFORNIA

College of the Canyons - University Center

26455 Rockwell Canyon Road, Santa Clarita, CA

91355

WORKSHOP AGENDA

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| 8:00 a.m. - 8:45 a.m. | Registration, Networking, Continental Breakfast |
| 8:45 a.m. - 9:00 a.m. | Welcome/Introductions/Door Prizes
Keri Aaver, President, California Placement Association President 2015-2017 |
| 9:00 a.m. - 9:15 a.m. | Ice Breaker |
| 9:15 a.m. - 10:45 a.m. | "Using Technology to Increase Productivity"
<i>Jason Womack, productivity expert and bestselling author of "Your Best Just Got Better" and "Get Momentum"</i>
In this session you will learn the exact strategies AND tactics the most productive people use to Master Time Management, Get Things Done, and Find Their Next Job! Just being busy may be blocking your productivity! There are better ways to utilize technology - specifically Microsoft® Outlook®, online calendars, paper digital task lists, project management tools, and messaging apps. He will get you started on the path to being more efficient and productive as you assist students and job seekers to do the same. |
| 10:45 a.m. - 11:00 a.m. | Break/Networking |
| 11:00 a.m. - 12:30 p.m. | "Technologically Speaking: Job Placement Strategies Utilizing Social Media"
<i>Back by popular demand, Abby Kohut, an HR recruiter who has seen it all...and now who tells it all as "Absolutely Abby"</i>
The rules of job searching are not the same as they were even five short years ago. This presentation will teach you several effective strategies for improving the networking skills of your participants which include personal marketing, social media and "outside the box" marketing techniques utilizing technology. Learn the game (and the Absolute truth) from an expert recruiter once and for all! |
| 12:30 p.m. - 1:15 p.m. | Lunch/Door Prizes/Announcements |
| 1:15 p.m. - 1:30 p.m. | Break/Networking |
| 1:30 p.m. - 3:00 p.m. | Employer Panel: "Employment Trends & Solutions for Client Success"
Local and regional employers answer your questions regarding hiring practices! |
| 3:00 p.m. - 3:15 p.m. | Wrap-up/Closing Remarks/Announcements/Evaluation/Door Prizes |

Who Should Attend This Workshop?

- Job Developers
- Trainers/Recruiters
- Career Placement/Employment Professionals
- Educators
- Career Coaches
- Employment Specialists
- Human Relations Managers
- Supervisors & Managers

Questions?

Workshop Questions: Contact Marilyn Jimenez, marilyn.jimenez@canyons.edu (661) 288-4424
Registration/Membership Questions: Contact Wilda Wallace, (661) 722-6606 or wwallace@avc.edu

Parking information and directions will be sent with registration confirmation.