



Access more Summit goodies (videos, photos, testimonials) at www.tinyurl.com/cdisummit13

SUMMIT OVERVIEW

Overall Kudos:

@amazingpeople: Great start to the Career Empowerment Summit #cdi13

@deboireilly: Thanks to CDI for a spectacular careers-industry conference in Orlando last week! Great info to propel my clients forward. #cdi13 #thankful

@knockemdead: All of the CDI presenters did an amazing job. It was an honor to be included in CDI13 #cdi13 #careers

@knockemdead: Mind-blowing speakers at CDI - @susanwhitcomb just finished #CDI13 #resumes"

@kalindigarvin: Great lineup of speakers for Saturday's Global Summit: Martin Yale, Laura DeCarlo, Jennifer Hay, and Audrey Prenzel! Can't wait! #cdi13

@CareerTips2Go: Enjoying the #CDI13 Summit in Orlando. Great presenters in @CLSimpson @SusanWhitcomb @CoachKimAvery @RobinResumes & @ResumeExpert

@ITresumeexpert: #cdi13 Great conference with lots of takeaways. #1 raise prices #2 take control of client relationship

@LaurieBerenson: Networking, learning, and growing this week at Career Directors International's Global Career Empowerment Summit #cdi13

@careerhero: Couldn't have done #cdi13 without @AudreyPrenzel! Thank you for everything!

@CareerTips2Go: @AudreyPrenzel is working very hard as MC & Timekeeper at #CDI13

@TinaNicolai: Key takeaways are noted after each compelling session!! #cdi13 #amazingsession @knockemdead

@ADConradie: Last day of #cdi13 #breakfast #iwonadoorprize #coffee #resume @ Rosen Plaza Hotel <http://instagram.com/p/fptmhnAUoG/>

@AmyLAdler: Getting ready for the final day of #CDI13 for #resume writers and #career coaches. The intellectual capital in this conference is outstanding...

@TinaNicolai: Sessions ended with identifying Top 3 take-aways to integrate into our businesses! Great tools!
#resumes #conferences #cdi13

@TinaNicolai: What are your goals and challenges? Team sharing, brainstorming ideas & solutions abound!
#cdi13

@TinaNicolai: Take-away from today's conference...wow! Current and future intel to offer our clients in #resume
and #careercoaching #cdi13

@TinaNicolai: Fabulous Q&A as we wrap up Day 1 #cdi13 conference. Today's speakers r open books and
answering a multitude of inquiries with top answers!

@TinaNicolai: Day 2 Career Directors International conference has packed agenda! Fun time had by all at
reception! Networking! #cdi13

@jobhuntercoach: Loving both the content of talks, and warm welcome to newbie me at #cdi13. Great to meet
many whose words I've read & admired!

@AudreyPrenzel: The calibre of the presentations yesterday at #CDI13 were exceptional. We are gearing up
for a jam packed day 2.

Networking:

@EMS_coach: Great conference my Canadian Connections plus more

@careerhero: Thank you! I had an amazing time seeing the leading resume writers & career pros from as far as
the UK at #CDI13 this weekend!

@roxanpark: Attending #CDI13 w/fantastic #Careers leaders @SusanWhitcomb @CoachKimAvery
@CEOCoch

@SusanWhitcomb: Have had great networking opportunities at CDI conference so far! <http://bit.ly/19E4lOr>

@TinaNicolai: Great seeing industry colleagues @LisaRangel @AmyLAdler @robinresumes @AudreyPrenzel
@RabbiRKarpov @ADConradie and more! #cdi13

Door Prizes:

@jobhuntercoach: @adamsmedia Thanks to the PR team at @adamsmedia for shipping 2014 to CDI
attendeess #cdi13

@AmyLAdler Love my #CDI13 coffee mug from this year's #resume writing and #career coaching conference!
How appropriate!

@jobhuntercoach: Thanks to @knockemdead for new '14 book at #cdi13. Looking forward to the read!

Announcements:

@robinresumes: In 2014, @careerhero just announced World Best Resume Writer #WBRW14 is back. The
TORI Awards will be on hiatus. #cdi13

@roxanpark: @careerhero World's Best Resume Writer competition will be held for the 2nd time....last held in
2008 #cdi13

Reception:

@TinaNicolai: Amazing 1st day at #CDI13 conference in Orlando! Getting ready for evening reception and
social! #Bestindustryconference

@careersherpa: Hi to all #CDI13 pals! Missing you! RT @knockemdead: Nice to stop by the poolside reception
to see old friends and new at #CDI13

@robinresumes: Last night I had fun at the #CDI13 poolside reception.

@ResumeExpert: RT @TinaNicolai Nice seeing industry experts at #cdi13 conference in Orlando
@ResumeWoman @ResumeExpert @LauraLabovich Gr8 to see you, too!

@knockemdead: Nice to stop by the poolside reception to see old friends and new at #CDI13

Lunchtime Table Topics:

@knockemdead: It was my honor to host a lunch and learn table - thanks for joinining me, guys #cdi13

THURSDAY

More Confidence. More Clients. More Cash.

with Kim Avery, MA, a Licensed Get Clients Now® Facilitator

@roxanpark: #cdi13 You catch the right fish if you use the right bait @CoachKimAvery. #Marketing”

@roxanpark: Contests work well in marketing @coachkimavery #cdi13. Must #ProvideValue

@TinaNicolai: If you use newsletter marketing...keep it succinct and bite-sized nuggets. #cdi13

@SusanWhitcomb: "I like to market so I don't have to sell." @CoachKimAvery #cdi13

@SusanWhitcomb: @CoachKimAvery same ingredients help #jobseekers stand out and get hired!!

#jobsearchingismarketing #cdi13

@TinaNicolai: Achieving level 9-10 marketing confidence results from projecting genuine self. What is your strength? #cdi13

@SusanWhitcomb 1. Lead w/ passion. 2. Use strengths. 3. Exude personality #cdi13 @coachkimavery's ingred's 4 Confident Marketing

@TinaNicolai: Personality matters when connecting with your career coach. Look for the "purple cow!" #cdi13

@LisaRangel: Listening to @CoachKimAvery on how to develop authentic marketing strategies...Communicate why u do what u do #cdi13 pic.twitter.com/0gSi1zkOf7

@TinaNicolai: Strengthsfinder is exceptional tool to identify strengths in talent. Do you know yours? #cdi13 #executiveresumes #coachingworks

@LauraLabovich: Listening to @CoachKimAvery about how to rock your marketing. Great topics and speakers here at #cdi13!

@JobRockitCMRW: Confident marketing and relationship building leads to more clients & more cash. #cdi13 #kimavery

@TinaNicolai: Bring passion into what you do where marketing is concerned. What is your passion in what you do? #cdi13

@TinaNicolai: Nice seeing industry experts at #cdi13 conference in Orlando, FL. @ResumeWoman @ResumeExpert @LauraLabovich

Tell Me About a Time: helping your clients effectively communicate their behavioral competencies in resumes and interviews

with Fred Coon, Stewart, Cooper & Coon, Inc.

@robinresumes: @FredCoonSCC is presenting on Tell Me About a Time ...helping clients communicate behavioral competences #cdi13

@TinaNicolai: Behavioral competencies are the cornerstone to identifying how you get results. #cdi13

@LisaRangel: Top Key Executive Behaviors from @FredCoonSCC #leadership #teaming #communicator #integrity #vision #strategic #analytical #decisive #cdi13

@careerhero: Fred Coon is sharing 20 most used executive behaviors in his behavioral competencies session! #cdi13

@TinaNicolai: Patterned decision making ATS functionality will become more prevalent in resumes in the future. #cdi13

The Armageddon Resume: Break All the Rules

with Donald Burns, Burns' Career Defense (multiple TORI Award winner)

@robinresumes: @DonaldPBurns is talking about the Armageddon Resume at #cdi13

@TinaNicolai: Use of graphics, color, & seemingly unrelated career achievements can be combined in your #resume to tell your valuable story! #cdi13

@roxanpark: @donaldpburns #cdi13 personal story needs 2b Direct, Slightly Humorous & Upbeat #Resumes

@TinaNicolai: Armageddon resume must have a happy ending! What's your story and how does it stimulate the reader? #cdi13

@TinaNicolai: Armageddon resume and the bio-flyer is a sign of the times!! @donaldpburns #cdi13

@careerhero: Armageddon resume and bio-flyer help high-level and unusual return-to-work clients overcome any challenge #cdi13

FRIDAY

5 Ways to Expand Your Business Revenue with Social Media Marketing Campaigns for Job Seekers

with Cheryl Simpson, Executive Resume Rescue

@robinresumes: @clsimpson is presenting on 5 Ways to Expand Your Business Revenue with Social Media Campaigns #cdi13

@knockemdead: Just enjoyed an awesome presentation by @cheryl lynch simpson #cdi13 #careers

@jobhuntercoach: Great presentation on social media campaigns by Cheryl Simpson!

@LisaRangel: Effective #jobsearch campaigns have tactics to have recruiters find you AND what #jobseekers need to do to find jobs from @clsimpson #cdi13

@careerhero: @clsimpson gave attendees a lot to think about in expanding revenues by offering job seekers comprehensive solutions for #job search #cdi13

Don't Step on that Landmine! Navigate the ATS Resume Writing Landscape with Ease

with Robin Schlinger, Robin's Resumes®

@TinaNicolai: Navigating ATS with concrete advice from @robinresumes #cdi13

@knockemdead: Amazing, informative presentation by @robinresumes at CDI this morning #cdi13 #careers

@JobRocketCMRW: Short resumes a thing of the past. Need key words for ATS. @robinresumes #cdi13 #gorogue

@LisaRangel: Getting eye-opening insight about the ever-changing effects of ATS systems on #resume submissions & the #jobsearch from @robinresumes #cdi13

@kalindigarvin: ATS may screen out candidates outside the local area. Use a PO box when you're relocating to avoid this. @robinresumes #CDI13

@roxanpark: Put "Capable of learning/performing the following functions- list keywords/functions u don't currently have on #resume" #CDI13 @robinresumes

@LisaRangel: MYTH: #jobseekers use ATS for résumé applications to avoid networking. TRUTH: Networking matters-People hire people @robinresumes #cdi13

@TinaNicolai: Having key rich #resume content in a lengthier resume is acceptable and valuable. #resumesgettingfound #cdi13

@LisaRangel: MYTH: If #job applicants network, they can avoid ATS -- TRUTH: 60-70% of companies use ATS for #resume tracking #cdi13 #needtoknow #landajob

@TinaNicolai: Networking and ATS must be used simultaneously to open doors in the job search. #resumesATS #resumes @robinresumes #cdi13

@LisaRangel: "Most applicants don't understand ATS rules and don't include the right info to get #interviews" @robinresumes #resume #cdi13

@TinaNicolai: ATS systems have social media systems built in to identify candidates. @robinresumes #cdi13

@JobRocketCMRW: LinkedIn is the #1 job board with more job postings than Monster. @robinresumes #cdi13

Brain-based Coaching Solutions for Job-Search Success

with Susan Whitcomb, The Academies, Inc.

@robinresumes: Listening to @SusanWhitcomb present on Brain-based Coaching Solutions #cdi13

@roxanpark: @SusanWhitcomb demonstrating coaching using #BrainScience. Powerful in helping client to recharge #MoveForward and gain Hope #cdi13

@LisaRangel: Grateful people make 7% more than those who are ungrateful via @SusanWhitcomb #beinggratefulpays #cdi13

@LisaRangel: Getting #jobsearch H.O.P.E. from @SusanWhitcomb: Help Others - Purposefully Execute ... #simplybrilliant #cdi13

@jobhuntercoach: If you expect nothing you won't be disappointed. Susan Whitcomb #cdi13

@roxanpark: @SusanWhitcomb - Fear, hanging w/negative pp, low expectations, causes clients to NOT be optimistic #cdi13

@roxanpark: @SusanWhitcomb - Optimism = Abundance of #Hope #cdi13

www.careerdirectors.com

@roxanpark: I.C.A.N. - @SusanWhitcomb - Inspire Daily, Control Controlables, Act Now Never Give Up, Brain-Based Coaching Solutions #cdi13

Multi-Six-Figure Business Building Tips to Rocket Your Revenue *with Laura Smith-Proulx, An Expert Resume*

@knockemdead: Brilliant presentation by Laura Smith Prioulx@ResumeExpert at CDI #CDI13 #careers

@TinaNicolai Marketing strategy and ROI by @ResumeExpert #cdi13

@LisaRangel: Educate #jobseekers, provide #resume samples, and position yourself as a #career expert to build business #cdi13 #practicewhatyoupreach

@LisaRangel: Learning from the master @ResumeExpert on how attract more of the right clients. #imlistening #cdi13

@roxanpark: Careers professionals have great passion for helping others - if we don't stay in biz we won't be able to help @ResumeExpert #cdi13

SATURDAY

Surviving in Uncertainty: The Future of Career Management and How We Help

With Martin Yate, author of the acclaimed Knock 'em Dead series

@robinresumes: This is a good morning. Looking forward to @knockemdead (Martin Yate) talk on Surviving in Uncertainty #cdi13

@ResumeExpert: Attending future-focused talk on #career issues by @knockemdead author Martin Yate #cdi13

@roxanpark: Ur dreams r going 2 change every 10 yrs. @knockemdeadCareer Mgmt IS the new predominate success. @knockemdead. #cdi13

@kalindigarvin: Doctors save lives, we make them worth living. @knockemdead #cdi13

@JobRocketCMRW: Career mgt is the new dominant professional survival & success skill. @knockemdead #cdi13

@TinaNicolai: Career management is the new sweet spot. @knockemdead #cdi13

@JobRocketCMRW: Core career path offers OJT 4 entrepreneurial & dream career pursuit @knockemdead #cdi13

@JobRocketCMRW: People who make a difference with their presence get projs n promos @knockemdead #cdi13

@roxanpark: People need a biz approach 2 Career Management....STRATEGIC PLANNING! @knockemdead #cdi13

@TinaNicolai: Most people do not know how to turn a #jobinterview into a #joboffer #cdi13 @knockemdead

@TinaNicolai: Do not wait to start a new career when unemployed...start when working! Right time is now. #cdi13 @knockemdead #martinknows

@roxanpark: R clients need 2 embrace uncertainty...NEED 2 examine a career STRATEGY
@knockemdead. #cdi13

@JobRockitCMRW: Technology brings change 2 every aspect of job search and career mgt @knockemdead
#cdi13

@kalindigarvin: Turning a job interview into a job offer is the weakest professional skill of most of our clients.
@martinyate #cdi13

@kalindigarvin: On average, we change jobs every 3-5 years and careers several times during our professional
lives. @martinyate #cdi13

@TinaNicolai: College students get 1 career services person but shares with 800 peers. Not considered profit
center. #hireacoach #cdi13 @knockemdead

@roxanpark: @knockemdead - r clients r terrified...we need 2 understand them, their uncertain worklife & what
they know about career mgmt. #cdi13

@roxanpark: "Today is about helping customers help themselves, simultaneously changing the power
relationship" @knockemdead #cdi13

@LisaRangel: The best #career, #jobsearch and #resume experts teach their clients how to help themselves via
@knockemdead #cdi13 #teachpeoplehowtofish

@LisaRangel: Only certain thing in life is uncertainty via @knockemdead #resume, #career & #job experts can
help--only if we are asked to help #cdi13

Reaching the Top: Keys to Creating an Award-Winning Resume

with Laura DeCarlo, CDI President (TORI Award winner, TORI mentor, and former Director of Awards)

@robinresumes: @careerhero is talking about my favorite topic Reaching the Top: Keys to Creating an Award-
Winning Resume #cdi13

@JobRockitCMRW: Proofread your resume over & over to avoid typos! #cdi13 @cdisummit13

@ITresumeexpert: more conf takeaways. #3 shorten resume writing process wo sacrificing quality #4 I'm the
resume expert, not client's mother #cdi13

@TinaNicolai: Consider 3 session takeaways; proofread your resume 10x if need be, use CAR in all resumes,
use shapes available in Word for format. #cdi13

@roxanpark: No matter how WELL written resume is...MUST be visually attractive 2 engage reader.
@careerhero. #cdi13

@SusanWhitcomb: At CDI conference -CDI President Laura DeCarlo - "A resume is like a puzzle to put together
unique to each person"!

@TinaNicolai: Charts, graphs and call outs are resume relevant if they add to the story. #cdi13

@TinaNicolai: Write and design the resume with as much content as necessary then carve it down. #cdi13

@roxanpark: @careerhero "Build deep content in resumes 2 get employers interested". Ask clients RIGHT
questions 2 find client's story! #cdi13

Bringing Resumes to Life with Technology

with Jennifer Hay, IT Resume Service (2012 Career Innovator Award winner for Twitterresume)

@robinresumes: Jennifer Hay @ITResumeExpert is presenting information on Bringing Resumes to Life with Technology #cdi13

@TinaNicolai: Use of audio or video clips in resumes can be done to make an impact! #cdi13 @ITResumeexpert

@kalindigarvin: Great ideas from @ITResumeexpert! Add a live Twitter feed or an animated PowerPoint animation to a résumé. #cdi13

@roxanpark: #cdi13 B4 adding technology to resumes ask, "What is my message"? @ITResumeexpert

@TinaNicolai: Embed twitter feeds in your resume if you have pertinent feeds. Use elance to hire a developer. #greatidea #cdi13

@roxanpark: Learning about Twitterresume writing from @ITResumeexpert at #cdi13

@LisaRangel: Embed Twitter feeds, YouTube video links and animated PowerPoint elements to bring Word #resumes to life w/ tech via @ITResumeexpert #cdi13

@roxanpark: @ITResumeexpert ~ Almost all Execs have PowerPoint w/graphs...good 2 use in resume. #cdi13

@ResumeExpert: Fascinating IT #resume ideas presented by @ITResumeexpert at #cdi13!

@kalindigarvin: @ITResumeexpert speaking on how to apply technology to amplify a client's message and brand. #cdi13

How to Deal with Difficult Clients Quickly, Efficiently, and with Positive Results

with Audrey Prenzel, Resume Resources

@TinaNicolai: Listening to @AudreyPrenzel offer constructive solutions to defining and maintaining boundaries when working with clients. #cdi13

@AmyLAdler: @AudreyPrenzel Rocked presentation on dealing with difficult clients at #CDI13!

@careerhero: @AudreyPrenzel wowing everyone with what to say to challenging client requests #cdi13

@careerhero: Don't ever apologize to the client unless you really did something wrong @AudreyPrenzel #cdi13

@careerhero: Thanks to @AudreyPrenzel for sharing her client responses tip sheet with attendees #cdi13