



CONFERENCE WORKSHOPS

The Art of Inspiration

Inspirational speeches motivate others to believe in a cause and in themselves. This workshop will help you speak about a cause that you are passionate about in a more genuine and motivational way. Learn how to captivate your audience and speak from the heart.

Presenter: Steven Cohen, IBM Global Business Services, Golden Key International Leadership Council (ILC) Alumni Member

Effective Strategies for Job Interviewing

Want to differentiate yourself in today's competitive job market? This workshop will discuss various strategies for different types of job and internship interviews. Steve will discuss attire, resumes, preparation techniques as well as examples for various interview formats. Don't miss this valuable opportunity to sharpen your communication skills and improve the way you interview.

Presenters: Professor Steve Neel, University of Central Florida, Nicholson School of Communication and Jacey Brown, Senior Education Manager, Junior Achievement of Central Florida

Entrepreneur Ecosystem – Startup Company Anatomy

This presentation is meant to serve as a guide for learning about and possibly starting your own company. Join us for an interactive presentation that will take you from the idea of the company to the startup process itself.

Presenter: Pete Hartigan, Golden Key Board Member and President of dotFX Inc

How to Partner

This workshop will focus on successful ways to partner with other organizations that have the same or similar initiatives, missions, and end goals as your own organization. Presenters will cover the basic fundamentals of this process and will cover topics such as lessons learned from partnerships, what to look for in a partner and how to successfully handle communication issues. This workshop will be held in a dialogue format. Participants are encouraged to share their partnership experiences and talk with other participants about the process of collaboration.

*Presenters: Megan Grasselli, Vice President for University of Massachusetts Boston
Anita Miller, Golden Key Advisor and Associate Vice Chancellor for Academic Affairs*

Marketing Strategies for Effective Membership Drives

Create the Golden Key BUZZ on your campus! This workshop will discuss various strategies for marketing your chapter to prospective GK members during the membership drive process. Melissa will review new campus marketing efforts available from Golden Key Headquarters, successful campaign strategies and much more.

Presenters: Melissa Leitzell & Ashlyn Houska, Golden Key Marketing Department

GK Chapter Marketing 365 Days a Year

Marketing your Golden Key chapter doesn't just happen during the membership drive process! Campus awareness about Golden Key is a year-long process. Join the Golden Key marketing department to learn about ways to keep the Golden Key BUZZ happening all year. This workshop will focus on various marketing strategies including: campus public relations, social media strategies and other helpful ways to boost campus awareness.

Presenters: Melissa Leitzell & Ashlyn Houska, Golden Key Marketing Department

Introspective Leadership: Five Stages To Know Who You Are...So You Can Know How to Lead

Often times people feel their setbacks disqualify them for the next level; however, a delay is an opportunity to learn how to be successful for that next level. It is necessary to conduct a conscious internal evaluation of where we stand in life. As current and future leaders, it is impossible to lead effectively without first identifying one's own positions in life.

Presenter: L. Trenton Marsh, Consultant/Speaker for IBM Corporation/TrentonSpeaksNow

Officer Transitions: Smooth Sailing Toward Success!

When you began your officer position, were you left high and dry? Many students are simply handed a notebook, without any training or meeting to go over the previous year's notes and activities. Chart a new course for your chapter after this workshop. Dan Ayala and Tiffany Webb, Regional Managers for US University Relations will introduce a new program for officer transitions that will ensure a seamless changeover from year to year.

Presenters: Tiffany Webb and Dan Ayala, Regional Managers of U.S. University Relations

Golden Key 101

This workshop is ideal for returning officers who need a refresher, new officers or anyone who would like to learn more about running a successful Golden Key chapter. Learn about the history of Golden Key and the roles and responsibilities of officers and advisors.

Presenter: Sarah Sjoberg, Regional Manager of U.S. University Relations

Now What? Exploring Your Options in Graduate Business School

A graduate business degree can open doors for you across industries and around the world. This interactive session will present some of the great opportunities available in business, regardless of undergraduate major. Participants will be able to discuss career options, preparation for the GMAT® exam and graduate business school, and any other questions they have about graduate management education.

Presenter: Camille Leverett, Director, Diversity Initiatives for GMAC

Navigating Your Brand: One Campus at a Time

What do others see in you? Are you a Kodak moment, a digital image, or a photo in need of restoration? Image Management is often associated with the physical appearance of an individual or group of people. While this is true, it is only a portion of what drives the behaviors of customers, clients, organizational members, and colleagues. The success of an organization depends on the perceptions others (those outside the organization) have about its members and its activities. In this workshop you will learn the perceptual process and how it affects the image of your organization. You will go away with real strategies for creating the perfect image you'd love to have for your organization.

Presenter: Donita Whitney-Bammerlin, Chapter Advisor Kansas State/Academic Program Coordinator