



EMPOWER/INSPIRE/ENGAGE

CONNECT: CAREERS

CENTRAL/FACULTY OF ARTS

## Seminar Program

### DAY ONE – MONDAY 21 NOVEMBER 2011

9:30am – 10:00am	Welcome & Overview Managing and Developing Your Career: The Babushka Doll	- Martin Smith <i>Head, Careers Central (Careers Central, UOW)</i>	Discover the underlying frameworks to making good career decisions and the connections between graduate qualities and ongoing employability.
10:00am – 11:00am	What Employers are Looking For: Panel Discussion and Q&A	- Scott Butler <i>Employers and HR Specialist (Butler)</i> - Julie Smith <i>Corporate Communications Manager (Australian Tourism Export Council)</i> Additional Panel Members – to be confirmed	A panel of employers will provide insights into the recruitment process, what they look for and how to deliver on the job.
11:00am – 11:15am	Morning Tea		
11:15am – 12:15am	Professional Branding: Building Your Personal Brand  Digital Profiling : Explore how LinkedIn can Impact Graduate Career Development and Entry into the Labour Market	- Jane Evans <i>Founder and Managing Director (You . Me + Us – specialists in personal branding for the digital age.)</i>	You me + us is a personal branding service designed to help executives, graduates, entrepreneurs and industry leaders differentiate themselves in the digital realm. More than just reputation management, personal branding or SEO (Search Engine Optimisation) – you . me + us will leverage all available social media platforms to make your online profile stand out from the crowd. Learn how to create a professional brand and a strategic online presence to help with your job searching and career building. Learn how to Ensure Employers Can Find You/What's Your Visibility?
12:15am – 1:15pm	Job Search: How to Start & Where to Look  Graduate Programs 2011 & 2012: Tips & Tricks	-Jennifer Buckley <i>Career Consultant (Careers Central, UOW)</i>	There are no short cuts to job seeking success, nor is there to building up sustainable and meaningful networks and to developing your personal brand. Whilst technology makes it easier to get your message out there – it does not mean that you will get results if the preliminary work has not gone in beforehand. Learn about strategies that work.
1:15pm – 1:45pm	Lunch		
1:45pm – 3:45pm	How to Catch the Attention of Employers:	- Lee Karasu & Anna Veres	Learn how to create and shape your cover letter, resume and address

	Job seeking documents	<i>Career Consultants (Careers Central, UOW)</i>	selection criteria to display your skills, knowledge and experience tailored to the job you are applying for.
3:45pm – 4:00pm	Stretch Break		
4:00 – 4:45/5:00pm	Arts Graduates Tell Their Story: Panel Discussion and Q&A	- Anna Veres <i>International Career Consultant (Careers Central, UOW)</i> - <b>Leanne Budd</b> <i>NSW/ACT Media Manager (Mission Australia)</i> <b>Additional speakers to be confirmed</b>	A panel of former UOW Bachelor of Arts students talk about their individual journeys since graduating, what their jobs entail and lessons learned along the way.

## DAY TWO – MONDAY 28 NOVEMBER 2011

9:00am – 10:00am	Psychology in the Recruitment Market: Psychometric Testing and How Employers Use Psychometric Tests to Select Candidates	- Dr Lindsay Oades <i>Director Australian Institute of Business Wellbeing (Sydney Business School)</i>	Employers want you to share similar characteristics to their high performers organisation, and they use psychometric tests ( <u>aptitude tests</u> and <u>personality tests</u> ) to assess how you fit with the organisation, the ability to which the employer and employee will be able to meet each other's needs.
10:00am – 11:00am	Job Application Review	- <b>Lee Karasu &amp; Anna Veres</b> <i>Career Consultants (Careers Central, UOW)</i>	Review the job application: covering letter/email, resume and responses to selection criteria that you completed for homework to ensure that your job application is tailored to the applied for position.
11:00am – 11:15am	Morning Tea		
11:15am – 1:15pm	Effective Interview Techniques	- <b>Jennifer Buckley</b> <i>Careers Consultant (Careers Central, UOW)</i>	Employers value candidates who are prepared and passionate. Learn how to present yourself confidently, structure your answers and make the best impression possible.
1:15pm – 2:00pm	Lunch Information Stands: Careers Central, Faculty of Education, Faculty of Arts		
2:00pm – 3:15pm	Mock Interviews	Careers Central staff; Faculty staff & Industry Professionals	A mock interview is one of the very best ways to prepare for an actual employment interview. It will help you learn what is expected in a real interview, and how you can improve the way you present yourself. The interview panel will provide constructive feedback on all aspects of the interview process.
3:15pm – 3:30pm	One on One with Your Potential Future	- <b>Michael Grainger</b> <i>Research &amp; Business</i>	Not all job interviews are with professional and well-trained

	Manager	<i>Development Manager (SMART Infrastructure Facility)</i>	interviewers from HR. In smaller organisations or beyond the first round you will be interviewed by the line manager – your potential future “boss.” Discover what they will be looking for and how best to impress.
3:30pm – 4:30pm	The Polished Professional: Dressing for Success in the Workplace	- <b>Julie Rollinson</b> <i>Director, 'Drab2Fab'</i>	Image matters in business. It communicates your success without saying a word. Your clothes, grooming and mannerisms have the potential to convey messages that promote rather than hinder future opportunities. Find out how an investment in yourself and your wardrobe can lead to a big payoff in your career.
4:30pm – 5:00pm	Feedback & Wrap-up		

## Guest Presenters



**Martin Smith**

Martin has worked as a career professional for over 25 years. He has held senior national leadership roles such as President of the university careers advisers association, Director on the Board of Graduate Careers Australia and is currently a Director on the Board of the Career Industry Council of Australia.

Martin has received a variety of national awards for his work across Australia. Prior to working in careers settings – Martin studied History and Geography, with the view to teach.



**Jane Evans**

Jane Evans has been at the top of the advertising industry both in London and Australia for over thirty years, she helped us win the Olympics, discover James Squire beer and ask for a Tim Tam whenever the genie comes out of the bottle.

Jane is founder and director of you . me + us, who specialise in personal branding for the digital age.



**Lindsay Oades**

Dr Lindsay Oades has a long commitment to leadership in the higher education and health sector. Lindsay is a health, clinical and coaching psychologist who's primary mission is to transform mental health service provision to be more recovery oriented through the use of applications of positive psychology - (ie assisting people with mental illness to lead themselves); eg strengths, at an organisational level. Lindsay is an internationally recognised expert in this area and has seventy refereed journal publications, and book chapters, several national awards, and invited keynote presentations in Australia, Canada, UK, NZ and Taiwan. Lindsay's co-authored new book is Psychological Recovery.

Lindsay has added business to his interests and is now Director of the Australian Institute of Business Wellbeing, Sydney Business School examining the role of strengths, positive psychology and positive leadership in supporting the wellbeing of individuals and organisations.



**Scott Butler**

Scott Butler is the owner and principal consultant of Butler HR, a generalist recruitment consultancy established in 2000 to serve the industry and commerce in the Illawarra, South Coast & Highlands. Butler HR is well known as an executive/professional recruitment practice, but the service offering extends through commercial office support (temp staff), outplacement, employment advertising and HR consulting. Scott has 20 years recruitment industry experience and is responsible for 100s of successful permanent placements and filling 1000s of temp assignments. Our conspicuous advertising and employment branding messages can be seen most weekends in the Illawarra Mercury and now through various Social Media channel.



**Julie Rollinson**

Julie is founder and Director of Drab2Fab, a local company based in Wollongong. For 25 years, Julie enjoyed the diverse and challenging career of a Visual Arts Head Teacher which allowed her to nurture artistic talent and creative flair in numerous young people. After studying interior design, she worked as a colour specialist in her own business, asserting her intuitive sense of style to give interiors not only a visually exciting quality, but also a unique artistic touch. The years invested in different fields of visual presentation have paved the way for one of Julie's most exciting accomplishments – becoming an image consultant. Fashion has always been a strong part of who she is and how she presents herself to the world. Julie strongly believes people underestimate how much an initial impression is based on the clothes you're wearing and overall appearance. If someone invests a little time and effort into their image their confidence grows and they're more likely create a positive impression and maximise opportunities for success. As an image consultant, Julie derives great pleasure from helping others make the most of what they have and to feel good about themselves.

## **Jennifer Buckley**

Jennifer Buckley is a Careers Consultant with Careers Central, at the University of Wollongong, working with students from all faculties. Prior to making a sea change to the Illawarra Jennifer was the General Manager for KPMG Actuaries (in Sydney) for 4 years. Jennifer also has more than eight years experience in HR in the private sector in a range of HR roles and she has also worked in publishing and education for more than 10 years. Jennifer has a Bachelor of Education, Diploma of Teaching, Graduate Certificate in Personnel Management, Masters in Employment Relations, Certificate in Financial Services and a Masters in Business Administration.

## **Anna Veres**

Anna Veres is an International Careers Consultant working for Careers Central at the University of Wollongong. Anna has been with Careers Central since February 2011, lecturing and providing career support to international students from Commerce, Engineering, ICT/ Informatics and Health and Behavioural Sciences. She graduated with a Diploma in TESOL in 2011 after completing her Bachelor of Arts degree in 2010, majoring in English Literatures and History.

## **Mardella Bassett**

Mardella Bassett has worked as an International Careers Consultant with Careers Central at the University of Wollongong since 2007. Mardella has been delivering workshops on career development in Australia through the following COMM900 - Masters of Professional Accounting; ENGG942 - Masters of Professional Engineering; ECTE975 - Master of Technology Engineering and; CGWP - Certificate in Global Workplace Practice.

Mardella has previously lectured at Swinburne University ( Melbourne ) and has taught at TAFE ( NSW ) Diploma Level. Mardella has previously worked for BHP Billiton and the Royal Flying Doctor Service. Mardella holds a Masters of Adult Education, Certificate IV in Career Development, Certificate in TESOL, Certificate IV Workplace Training, is a Justice of the Peace and is currently studying towards a Masters in Business Coaching.

## **Lee Karasu**

Lee Karasu is an International Careers Consultant in Careers Central at the University of Wollongong. Lee has been with Careers Central since January 2009, lecturing and providing career support to international students from Commerce, Engineering, ICT/ Informatics and Health and Behavioural Sciences. She is currently studying a Masters in TESOL and previously completed a Bachelor of Applied Science majoring in Textiles, Nutrition and Consumerism. Lee has a diverse work history which includes researching wool properties at the CSIRO Wool Division; completing quality testing, research and development and training at Johnson and Johnson; promoting and delivering AFL programs at primary and high schools and teaching at Wollongong College Australia.