


# LEVELUP

INVESTING IN YOURSELF  
AND YOUR CAREER

WEDNESDAY AND THURSDAY, NOVEMBER 2-3, 2022

1-5 ET / 12-4 CT / 11-3 MT / 10-2 PT ↕ VIA ZOOM

\$50 ACE MEMBER ↕ \$80 NON-MEMBER ↕ \$30 ACE STUDENT MEMBER



Learn what it takes to thrive in the new workplace that includes working remotely, effectively leading video meetings, and hiring team members in the digital marketplace. Learn how to establish your personal brand, position yourself for opportunity, support your employees for advancement, and navigate the multi-generational workspace. All presentations will be recorded and available to registered participants after the conference.



The keynote address will feature JESSICA CHEN, Emmy Award winner and CEO of Soulcast Media and ranked No. 1 LinkedIn Virtual Executive Presence expert.

# DAY 1

## MASTERING THE NEW HYBRID WORKPLACE



1:00 p.m.

Welcome and Overview

1:10 – 2:15 p.m.

Keynote: Build Your Visibility as a Remote Leader

Much of your work likely requires you to interact with only a select few teams or colleagues. But as a team member or as a leader, visibility is key to advancing your agenda. Your teams need to see you show up to contribute, lead, and provide reassurance. And, as more organizations embrace a mixture of remote and on-site work, consistent communication among teams is even more critical. In this session, learn how to intentionally manage and boost your executive presence on video calls. Learn how to build audience engagement while online, understand group dynamics, interpret body language, and build valuable relationships across your immediate team and your institution.

PRESENTER: JESSICA CHEN

2:15 - 2:30 p.m.

Lightning Round: Care for Yourself & Your Team: PEOPLE before PROJECTS

If you're consistently operating below the line, how can you pull yourself back up? Communications pros are often fast-moving high achievers prone to burnout. We've all been there and back. In this 15-minute discussion, find out how Lyndall Stout tries to stay centered and encourages her team to prioritize self-care over output.

PRESENTER: LYNDALE STOUT, M.A.

2:30 - 2:40 p.m.

Break

2:45 – 3:45 p.m.

Control Your Habits, or They Will Control You

Habits are behaviors that we have practiced repeatedly until they are second nature, and we perform them without realizing it. Some habits serve us, like regular exercise and making our bed. And some habits are less helpful. During COVID19, we may have picked up some new habits to cope with our altered world. In this session, we will discuss an evidence-based process developed at LSU to help us to become self-aware of our behavioral habits and to modify them to ensure we achieve our desired outcomes.

PRESENTER: LESLIE BLANCHARD, Ph.D.

3:45 – 4:45 p.m.

What Hiring Managers and Job Seekers Should Know About Recruiting and Being Recruited in the Digital Age

Engaging in recruiting, selection and hiring activities today looks drastically different than when many of us were job seekers. Our presentation will focus on emerging trends impacting talent acquisition in this digital age and how technology and AI is impacting the way we hire.

PRESENTERS: AUDREY GAINEY, M.A. AND MERCEDES SWAN, M.S.

4:45 p.m.

Wrap Up and Preview of Day Two

# DAY 2

## MASTERING YOUR PATH TO SUCCESS



- 1:00 p.m. Welcome Back
- 1:10 – 2:00 p.m. Personal Branding

A personal brand is a statement that captures your beliefs and values. It can serve as a blueprint for how you live your professional and personal life. No respectable architect would start building without a blueprint. Developing and articulating a personal brand can become a touchstone for you and your career. A brand is like a fingerprint -- no two are alike and each one is unique. Create your personal brand and your roadmap for finding your professional purpose.

PRESENTERS: ANNIE SPECHT, Ph.D. AND LACEY ROBERTS-HILL, Ph.D.
- 2:00 - 2:15 p.m. Lightning Round: How to Brag Better

We are all great about promoting our programs but when it comes to bragging about our own accomplishments many professionals are tongue tied. Learn how to self-promote without sounding arrogant or self-centered to gain respect and unlock career opportunities.

PRESENTER: LORI GREINER
- 2:15 - 2:45 p.m. How to Position Yourself for Opportunity and How to Support Your Employees For Advancement

Landing that next job starts long before the position becomes available. Learn how to position yourself for new opportunities either in your organization or outside your current department. Walk away from this session with a list of action steps to improve your future career progression. Likewise, managers can effectively and intentionally support employees for new opportunities.

PRESENTER: RUTH BORGER, Ed.D., APR
- 2:45 - 3:00 p.m. Break
- 3:00 - 3:45 p.m. Reading Ahead to Enhance Your Team’s Success

The ability to read ahead is an important skill in tactical games like chess and go. But reading ahead is an important skill for communications leaders as well. Developing your ability to read ahead the landscape and climate of your organization can help you achieve your goals and can make the difference in dealing with administrators and leadership.

PRESENTER: MAGGIE LAWRENCE
- 3:45 – 4:45 p.m. Panel Discussion: Navigating the Multi-Generational Workspace

Today’s workplace is comprised of team members that span multiple generations each with their own experiences and perspectives. Hear from a panel of communicators who have found success working with Gen Z, Millennials, Gen X, and Baby Boomers.

FACILITATOR: LISA STEARNS, M.A. PANEL PARTICIPANTS: JOHN HAWLEY, M.A., CHANAE BRADLEY, M.A., TERRENCE WOLFORK, M.A., JUSTIN MILLER
- 4:45 p.m. Wrap Up