

## STATE CAREER DEVELOPMENT CONFERENCE

### WORKSHOP DESCRIPTIONS

#### BEYOND NUMBERS: UNVEILING THE WORLD OF MODERN CPAS

*PRESENTED BY CALIFORNIA SOCIETY OF CPAS*

Join us for a thrilling workshop that will catapult you into the dynamic world of Certified Public Accountants (CPAs) like never before! Get ready to shatter old stereotypes and embrace a career path filled with innovation, excitement, and endless possibilities.

In this fast-paced presentation, we'll unveil the modern marvels of CPA careers, showcasing how today's CPAs are not just number-crunchers but visionary leaders driving business evolution. Discover how cutting-edge technology, from artificial intelligence to blockchain, is reshaping the landscape and propelling CPAs to new heights of success.

#### MOVING TEAMS TOWARDS RESULTS

*PRESENTED BY SCOTT MATHIE*

Discover the power of keeping your audience engaged and active throughout your presentations. Whether presenting as an expert or leading a team in a staff meeting learn how to incorporate move moments into your presentations to ensure that your message is received to its fullest potential. Great leaders understand the importance of engaging their audience and taking responsibility for keeping them actively involved. Don't miss this opportunity to learn practical strategies for making your presentations dynamic, interactive, and impactful.

#### IMPRESS, INFORM, AND INSPIRE

*PRESENTED BY SCOTT MATHIE*

Unlock the secrets of powerful first impressions, polished introductions, and impactful storytelling. Learn seven small adjustments you can make to start interactions on the right foot and what we can learn from the best story tellers to better craft the way informs and inspire others.

#### DON'T BE T.H.I.R.S.T.Y.

*PRESENTED BY SCOTT MATHIE*

Ever feel overwhelmed by stress and pressure in your life? Learn the keys to identifying and managing stress and pressure effectively. Gain insights into the sources of stress that may be impacting your productivity and well-being. Learn practical strategies to bring about positive changes and enhance your overall performance. Don't let stress hold you back – but instead pursue peace in your life while achieving results!

#### DIGITAL BRANDING 101: CRAFTING YOUR IDENTITY

*PRESENTED BY KATE CALLERY*

Discover effective methods for building a captivating online presence via social media, personal branding tactics, and tailored content creation designed to resonate with your audience.

#### NAVIGATING THE EVER-QUICKENING TREND CYCLE

*PRESENTED BY KATE CALLERY*

Things are moving faster than ever before, and we've got to learn to move with it! Learn about how the trend cycle works, and the best ways to position yourself at the forefront.

## DIGITAL MARKETING DECODED

*PRESENTED BY KATE CALLERY*

Decode the complexities of digital marketing and unlock the strategies that propel brands to success in the online arena. Dive into email campaigns, web design, and data management, and learn how to harness the power of digital channels to drive brand awareness and engagement.