

 global career empowerment summit **2012**

## Blaze Your Trail to Bold Actions, Uncommon Results, and Unexpected Rewards

**October 11-13, 2012 - The Catamaran Resort on Mission Bay, San Diego, CA**

We're not asking you to walk through fire. But, if you've been asking yourself, "How can I have more for myself, more for my business, and more for my clients?" then we have your solution. Join us for CDI's 2012 Global Empowerment Summit as we light the way with world-class experts, master-level programs, and empowering connections.

The 2012 Program is like a 2-for-1 with sessions that have been carefully formulated to result in a positive impact for you, your business, and your clients:

- **Coaching and Business sessions** offer techniques that you can use to take your clients AND yourself to the top in productivity and performance.
- **Resume Writing and Branding sessions** have been expanded to encompass strategies you can use in writing your own powerful self-marketing copy as well as that of your clients.
- **All sessions** combine to create a value-added solution to position you as a sought-after expert who is ahead of your competition!

At CDI you get it first! Join us in San Diego this October to:

**Spark Your Thinking! Fuel Your Actions! Ignite Your Success!**  
**Have a Blast! [Register NOW!](#)**

### QUICK LINKS

[Program Lineup](#)

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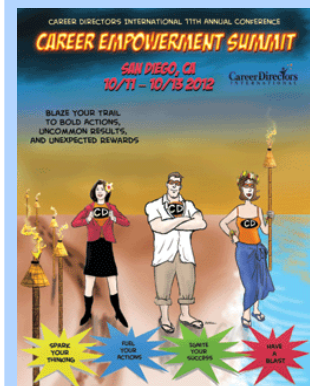
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1, 3, 6 & 8 month payment plans

Save \$100 with Super Early Bird!

**CDI's Summit is unlike any you have attended. Check out our amazing lineup for 2012:**

## **THURSDAY, OCTOBER 11, 2012**

12:30 PM - 5:00 PM:

### **Registration & Badge Bar**

Start the conference out right by visiting the Badge Bar. Once there, CDI's registration team will guide you to applying the bling to your badge that will demonstrate your personal brand and improve your networking during the Summit. [Learn more](#).

1:00 PM - 1:20 PM:

### **First-Time / New Attendee Orientation**

Take advantage of this orientation session to ensure you are prepared to get the most benefit from the Summit. This doesn't have to be your first CDI Summit to attend - veteran attendees welcome!

1:20 PM - 1:30 PM:

### **Welcome Announcements**

1:35 PM - 2:45 PM:

### **Your 3D Personal & Business Plan? Ditch. Dare. Do!**

- *Deb Dib - Executive Power Group*

*co-author (with William Arruda) of Ditch. Dare. Do! 3D Branding for Executives*

Just as 3D technology gives a flat movie or television screen dimension, 3D branding makes your life and career fuller, richer, and more accessible. It provides a dramatic new dimension of understanding, energy, and freedom—to you, those who know you, and those who know of you.

3D personal branding challenges you to Ditch old ways of thinking...Dare to take exciting new risks...Do the one thing that is intrinsically you!

The specific Ditch, Dare, and Do challenges of 3D branding lead you to explore your depths with simple, streamlined, crystalline precision—and then allow others to see and value those depths. You (and your clients) will experience self-knowledge, acceptance, confidence, and joy in who you are.

Once you discover and truly embrace your 3D brand at a DNA level, you can no more ignore it than you can deny yourself the next breath. It compels (and propels) courage and daring. It creates magnetic differentiation. It separates the truly happy and the truly successful from those plodding from one day to the next.

3D branding will take you and your clients from flat, to full; from muted shades, to living color; from made for TV, to blockbuster hit. Are you ready to Ditch, Dare, and DO?

[Read Deb's bio.](#)

2:45 PM - 3:00 PM:

## **Networking Break**

3:00 PM - 4:00 PM:

## **Next Generation Mentoring: Lead Your Clients to the Top and Have Them Take You Along**

*- Don Orlando - The McLean Group*

Try this word association test: I say “mentor”; you say.....

Maybe nothing specific jumps to mind because the term has lost its specific meaning. If that’s true for you as a career professional, it’s probably true for your clients, too.

But mentoring, with all the power it’s meant to have, can be within your grasp. And when it is, virtually every coaching service you provide, every job search document you write, every addition to virtual visibility you suggest will have power that elevates your clients head and shoulders above the best. That means your clients get more interviews, do very well at each one, get paid what they are worth, and land sooner and better.

That also means you become the provider of choice for the rest of their work lives.

By the end of this workshop, you’ll be able to do these things:

- Close more sales, helping clients build enduring, rich mentoring relationships with the few, very top people in their career fields.
- Help your clients replace their sometimes natural reluctance to network with drive to connect with those who can help them most.

- Write much more powerful job search documents and LinkedIn profiles as your clients give you validated concepts and super best practices for any career field—even fields you’ve never worked with before.
- Guide your clients to digital visibility measured in much better than the number of channels they use, the number of folks in their networks, how many people follow them on Twitter, or how many “like” them on Facebook.
- Have your clients seen as “force multipliers,” with networks that equip them to handle any work challenge well.
- Use the same skills you teach your clients to build you own stature in our industry.

[Read Don's bio.](#)

4:00 PM - 4:20 PM:

## Networking Break

4:20 PM - 5:30 PM:

## The Courageous Entrepreneur: Seven Keys to Opening the Door to Your Bigger, Bolder Future

- Kathleen Watson - Stepping Into Big LLC

Myriad factors impact your success: comprehensive inbound marketing strategies, authentic and effective self-promotion, raving fans...the list goes on. In this session, however, we’ll focus on the single most important factor that will either keep you [stuck] at your current level or propel you to even greater heights: you.

If you’re looking to play a bigger game and make a bigger difference in the world, your challenge essentially boils down to finding the courage to move beyond what’s comfortable and known, and step into the scary unknown. Using these seven steps will bolster your courage by providing both a framework and a powerful force for change—for you and your clients—no matter what stage you’re at in your career.

In this session you’ll learn how to:

- **Clarify** what’s big for you now
- **Acknowledge and address** Upper Limit Problems
- **Commit** to living and acting at the edge of your comfort zone
- **Surround** yourself with big thinkers/players
- **Take action now.**

[Read Kathleen's bio.](#)

5:30 PM - 6:30 PM:

## **Vendor Fair Networking Event**

Join us for our Fifth Annual Vendor Fair where you will have the opportunity to engage with vendors and fellow members, and win free door prizes (last year we gave out at least one door prize per registrant in attendance with at least three prizes valued at over \$1000).

You will not want to miss this whirlwind event to learn about products, services, and programs that can enhance your expertise and services (plus the chance to get all those great free prizes).

*Learn about becoming a [Summit vendor](#).*

6:30 PM - 8:30 PM:

### **Dinner on Your Own**

8:30 PM - 10:00 PM

## **Reception on the Beach with Live Theme Entertainment (Fire Knife Dancers)**

Put your toes in the sand, enjoy the view, taste the hors d'oeuvres and sweets, and marvel at the Polynesian entertainers and drummers in this high-energy floor show...fire included! Guest tickets available. [Learn more](#).

## **FRIDAY, OCTOBER 12, 2012**

8:15 AM - 8:45 AM:

### **Hot Breakfast and Badge Bar**

8:45 AM - 9:30 AM:

## **Opening Ceremony**

9:30 AM - 11:00 AM:

## **Generating Revenue on the Web I of III: How to Harness Your Expertise Online and Make Your Website Go "Ka-Ching! Ka-Ching!"**

*- Publicity expert Joan Stewart, aka The Publicity Hound*

If you are looking for a get-rich-quick formula, skip this session. But if you want to pump new life into your website, impress visitors with free content and make them more inclined to buy from you, Joan Stewart, an Internet marketing expert, will show you how.

You will learn:

- The most important place on your homepage and the first place most visitors look when they arrive.
- A key element of your homepage that can make you many thousands of dollars long into the future.
- Compelling ways to present free content that impresses visitors, helps solve their problems, and makes them more inclined to buy from you.
- How to use a blog to position yourself as a career expert and the go-to source for all things career-related.
- Shortcuts for creating a lot of blog content so you aren't always starting from scratch.
- Clever ways to monetize your blog so it's a business, not just a hobby.
- How to turn a small sale into a big sale, and one more sale after that, and another and another...
- Why many website owners are leaving a lot of money on the table by not including basic information at their website.
- Where to find helpful information on how to hire geeks who can manage the techie stuff.
- Ideas for creating profitable info products, and ways to create them quickly.

[Read Joan's bio.](#)

11:00 AM - 11:30 AM:

## **Networking Break**

11:30 AM - 12:30 PM:

## **Recruiters and Sourcers Panel: Wisdom, Strategies, and Advice from the Front Lines**

*- Presenters to be announced*

Understanding how employers (HR), sourcers and recruiters identify and evaluate job seekers can seem like a completely baffling mystery. In this session our panel of experts will answer questions about how they source candidates; what you need to know about their applicant tracking systems (ATS); what works in resumes, social profiles, and other job seeker documents; and how important online reputation is to a candidate.

Join us to get your super-secret decoder ring to job seeker identification and selection.

*Read presenter bios - coming soon.*

12:30 PM - 2:00 PM:

## **Lunch and Learn with the Presenters**

One of our favorite annual events is our Table Topics Lunch. Sit with speakers to delve into their subjects and learn more about the topics that matter most to you.

2:00 PM - 3:30 PM:

## **Too Busy to Be Spectacular: Five Surprisingly Simple Keys to Take Back Your Time, Your Power, and Your Worth**

*- Pat Schuler - The Gemini Resources Group, home of Kick Butt Sales Training™*

How do you step away from the waterfall of trivia, the quicksand of the mundane?

Let's face it; there is a world of opportunity out there. So much you want to accomplish, it makes your head spin. New services to offer, products to develop, books to write, web sites you want to make powerful, relationships to develop that you've been letting languish. Yet here you stand, bogged down in the monotony of the day-to-day of your business, deferring the crucial steps to grabbing your dreams and adding rocket fuel to your business.

You know a certain amount of this is necessary to keep the lights on. Is there any hope of a chance to balance the two extremes?

Join us in this session for the 5 Simple keys that will:

- Give you laser focus on your tasks
- Separate the important from the nice from the critical
- Reclaim your power to be in control of your business instead of its servant
- Add 2-3 hours of productive time in your business day
- Regain a measure of peace and contentment from your business
- Begin to peel away the old beliefs that are bogging you down
- Gain the tools to help your clients adopt these techniques.

[Read Pat's bio.](#)

3:30 PM - 4:00 PM:

## **Networking Break**

4:00 PM - 5:00 PM:

## **7 Days and 24 Hours to Your E-book Profit Success Story**

- Michelle Riklan - Riklan Resources / Self Improvement Online

Have you always wanted to promote your expertise with your own E-book?

Dreamed about having information products that could make money for you even while you are sleeping? Even if you don't have a book idea inside of you, this sixty minute presentation will provide you with a simple system to quickly develop and market E-books on the Internet. You will learn:

- How to create an E-Book from scratch in less than 7 days
- The formula for generating \$108,142 in 24 hours
- How to make substantial amounts of money very quickly with your own E-Book (whether you wrote it or not!)
- The secret to building a large opt-in subscriber list with free E-Books
- The 4 steps to finding the idea that will work for your business.

[Read Michelle's bio.](#)

8:00 PM - 9:00 PM:

## **Bahia Belle Boat Cruise - Ticket Included for All Summit Resort Guests**

The Bahia Belle, a "Turn of the Century" Mississippi-style sternwheeler that offers boat cruises on the waters of Mission Bay. The Bahia Belle features live music including swingin' blues and DJ's spinning great dance music. Enjoy the perfect cocktail and dance the night away as you cruise on Mission Bay aboard one of San Diego's most treasured landmarks.

[Learn more.](#)

## **SATURDAY, OCTOBER 13, 2012**

8:30 AM - 9:00 AM:

### **Hot Breakfast**

9:00 AM - 9:10 AM:

### **Morning Announcements and Dine Around Update**



9:10 AM - 9:20 AM:

## **Generating Revenue on the Web II & III: Introduction**

- Susan P. Joyce - [www.Job-Hunt.org](http://www.Job-Hunt.org)

[Read Susan's bio.](#)

9:20 AM - 10:30 AM:

## **Generating Revenue on the Web II of III: SEO: How to Funnel the Right Prospects Directly to You**

- Eric Enge - Stone Temple Consulting

- co-author (with Stephen Spencer, Rand Fishkin, and Jessie Stricchiola) of *The Art of SEO*

Ever wonder how to get search engine traffic to your site? Search engines do not list the best companies in their search results, they list the pages that are the best optimized and the best publicized. Learn the basic principles that drive search engine behavior, and what you can do to position your site for search engine success. The session will include:

- How search engines do what they do
- What search engines are not good at doing
- How this impacts you site structure
- How this impacts the way you promote your site
- Five (or more) easy tips on what you can do to improve search engine visibility.

[Read Eric's bio.](#)

10:30 AM - 11:00 AM:

## **Networking Break**

11:00 AM - 12:00 PM:

## **Generating Revenue on the Web III of III: Paid Search: How to Get the Biggest Bang for Your Buck**

- Eric Enge - Stone Temple Consulting

- co-author (with Stephen Spencer, Rand Fishkin, and Jessie Stricchiola) of *The Art of SEO*

Buying ad space in search engines can be a great way to get traffic fast. Put your ad up today, and get traffic later today. Great stuff! Just one little problem - how do you make money at it? Therein lies the challenge. In this session, we will cover:

- How to get started with Google AdWords
- How to decide what keywords to bid on
- How to measure the results so you know if you are making money
- Key campaign optimization tactics: ad testing, negative keywords, match types
- The big picture of how to make it work for you.

[Read Eric's bio.](#)

12:00 PM - 1:00 PM:

## **Lunch Banquet**

1:00 PM - 1:15 PM:

## **Break**

1:15 PM - 1:45 PM:

## **Volunteer Recognition + Award Photos + Dessert**

1:45 PM - 2:15 PM:

## **Networking Break**

2:15 PM - 3:30 PM:

## **Rocket Fuel for Your Resumes, Profiles, and Self-Marketing Copy: The Powerful Questioning Process**

*1st Place Toast of the Resume Industry (TORI) winners and TORI judges:*

- *Laura Smith-Proulx - An Expert Resume (TORI winner)*

- *Donald Burns - DonaldBurns.com (TORI winner)*

- *Audrey Prenzel - Resume Resources (TORI winner)*

- *Robin Schlinger - Robin's Resumes (Director of Awards; TORI judge)*

- Laura DeCarlo - CDI (TORI winner; former Director of Awards)

Like a high-powered laser, the right questions ensure that you move your clients and their resumes from good to world class.

If you work with job seekers or consultants who need marketing copy such as resumes and profiles, do these scenarios sound familiar to you?

- Your client presents you with four vastly different resumes or bios from his past, but none of them are really selling him.
- You get your tailored resume questionnaire back from your client and he has written pages of information, but it's still pretty generic day-to-day stuff.
- You hang up frustrated from your client's 1-hour information gathering phone interview because, while you took pages of notes, he didn't really give you any of the gems you needed to transform his responsibilities and results into powerful selling stories.
- Your resumes may be full of results and good formatting, but you still find you can't get nominated for a TORI.

The problem in common for each of these scenarios comes down to the information gathering process and the questions that are being asked, whether you are working by phone, questionnaire, or both.

Powerful questions and questioning processes are the foundation to truly effective resume writing and, in fact, to all top notch branding and marketing copy. In this session the expert panel of both TORI Winners and TORI Judges will share with you:

- The one question that will ignite the copy of a job description while also helping you to rapidly zero in on the unique brand and selling propositions of your client.
- Different perspectives on effectively using both questionnaires and live interviews to capture the information that will help your client's resume stand out from the competition.
- Questioning strategies that lead the client into sharing effective and concise information that turns bare bones facts into rich stories that convey challenges, actions, and results.

Even if you don't write resumes as a core part of your business, these questioning strategies can help you in creating bios, LinkedIn profiles, and even web copy for yourself and your clients.

[Read panelist bios.](#)

3:30 PM - 4:00 PM:

## **Networking Break**

4:00 PM - 5:00 PM:

## Empowering Job Seekers to Reach for Their Dreams

- Lynn Joseph, Ph.D. - Assistant Professor of Psychology and Career Development, DeVry University

- author of *The Job-Loss Recovery Program Guide*

Job seekers often feel beaten up and stressed out by the continuing challenges they face in today's extended job search environment. As a result, self-esteem, self-confidence, and both physical and mental health may be damaged. Motivation suffers. Dreams may be put aside.

But wait! There is so much you can do to help.

Join Dr. Lynn Joseph to hear what the latest research tells us about the power and impact of positive expectation, locus of control, and guided visualization, on one's success. Learn about the coaching and proven visualization techniques you can use to empower clients (and, yes, you too!) to:

- Develop resilience
- Restore positive expectation
- Rebuild self-confidence and self-esteem
- Manage chronic, debilitating stress
- Take back control of their careers
- Create a new Dream and commit to achieving it!
- Land a new job!

[Read Lynn's bio.](#)

7:30 PM - ?:

### **Careers in the Café - optional dinner & networking**

The Summit ends but the fun continues! We'll dine outdoors on beautiful mission bay, enjoying tasty food and enlivening conversation as we recount the fun and energy of the Summit.

**THE 2012 CONFERENCE YOU WON'T WANT TO LET GET AWAY!**

CDI's Summit will pay for itself with the new tools, processes, and strategies you will put to work right away! Not sure? Watch a 48 second [video with Don Orlando](#) of the McLean Group.

**Thursday, October 11, 2012**

12:30 PM - 5:00 PM	<b>Registration &amp; Badge Bar</b>
1:00 PM - 1:20 PM	<b>First-Time / New Attendee Orientation</b>
1:20 PM - 1:35 PM	<b>Welcome Announcements</b>
1:35 PM - 2:45 PM	<b>Your 3D Personal &amp; Business Plan? Ditch. Dare. Do!</b>  <i>- Deb Dib - Executive Power Group co-author (with William Arruda) of Ditch. Dare. Do! 3D Branding for Executives</i>
2:45 PM - 3:00 PM	<b>Networking Break</b>
3:00 PM - 4:00 PM	<b>Next Generation Mentoring: Lead Your Clients to the Top &amp; Have Them Take You Along</b>  <i>- Don Orlando - The McLean Group</i>
4:00 PM - 4:20 PM	<b>Networking Break</b>
4:20 PM - 5:30 PM	<b>The Courageous Entrepreneur: Seven Keys to Opening the Door to Your Bigger, Bolder Future</b>  <i>- Kathleen Watson - Stepping Into Big LLC</i>
5:30 PM - 6:30 PM	<b>Vendor Fair Networking Event</b>
6:30 PM - 8:30 PM	<b>Dinner on Your Own</b>

8:30 PM - 10:30 PM

**Reception on the Beach with Live Theme Entertainment (Fire Knife Dancers)**

- [Learn more.](#)

**Friday, October 12, 2012**

8:15 AM - 8:45 AM

**Hot Breakfast & Badge Bar**

8:45 AM - 9:30 AM

**Opening Ceremony**

9:30 AM - 11:00 AM

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- *Publicity expert Joan Stewart, aka The Publicity Hound*

11:00 AM - 11:30 AM

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11:30 AM - 12:30 PM

**Recruiters & Sourcers Panel: Wisdom, Strategies, and Advice from the Front Lines!**

- *Presenters to be announced*

12:30 PM - 2:00 PM

**Lunch & Learn with the Presenters**

- [Learn more.](#)

2:00 PM - 3:30 PM

**Too Busy to Be Spectacular: 5 Surprisingly Simple Keys to Take Back Your Time, Your Power and Your Worth**

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**Networking Break**

4:00 PM - 5:00 PM

**7 Days & 24 Hours to Your E-Book Profit Success Story**

- *Michelle Riklan - Riklan Resources / Self Improvement Online*

8:00 PM - 9:00 PM

**Bahia Belle Boat Cruise - Ticket Included for All Resort Guests**

- [Learn more.](#)

## **Saturday, October 13, 2012**

8:30 AM - 9:00 AM

**Breakfast**

9:00 AM - 9:10 AM

**Morning Announcements & Dine Around Update**

9:10 AM - 9:20 AM

**Generating Revenue on the Web II of III: Introduction**

- Susan P. Joyce - [www.Job-Hunt.org](http://www.Job-Hunt.org)

- Margaret Riley Dikel - [www.RileyGuide.com](http://www.RileyGuide.com)

9:20 AM - 10:30 AM

**Generating Revenue on the Web II of III: SEO: How to Funnel the Right Prospects Directly to You Session**

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- *Donald Burns - DonaldBurns.com (winner, TORIs)*
- *Audrey Prenzel - Resume Resources (winner, TORIs)*
- *Robin Schlinger - Robin's Resumes (2011 & 2012 Director of Awards; judge - 2010 TORIs)*
- *Laura DeCarlo - CDI (winner, TORIs, founder, World's Best Resume Writer competition, former Director of Awards)*

3:30 PM - 4:00 PM

## **Networking Break**

4:00 PM - 5:00 PM

## **Empowering Job Seekers to Reach for Their Dreams**

- *Lynn Joseph, Ph.D. - Assistant Professor of Psychology and Career Development, DeVry University*
- *author of The Job-Loss Recovery Program Guide*

7:30 PM - ?

## **Careers in the Café - optional dinner & networking**



## Special Events

It's the little details that make all the difference! We continue to take it over the top in every way ([Read what attendees are saying](#)). Join us for some lovely events on Mission Bay, San Diego, California, this October!

### Registration Badge Bar

Start the conference out right by visiting the Badge Bar.

Once there, CDI's registration team will guide you to applying the bling to your badge that will demonstrate your personal brand and improve your networking during the Summit.

While it is oh-so-much-fun, it will also help people to easily start conversations with you and get to know you!

Plus, each badge includes a convenient notepad, pen holder, and slot for business cards.



*Badge (below left) shows a 'conservative' approach.*

*Susan Guarneri (below right) is our Ambassador of Brand Spirit with a super-badge approach! She has so many ribbons she pinned them to her jacket!*



### Table Topics Lunch with the Presenters (Lunch & Learn)

One of our favorite annual events is our Table Topics Lunch. Sit with speakers to delve into their subjects and learn more

about the topics that matter most to you.

## Vendor Fair & Networking Event

Join us for our Fifth Annual Vendor Fair where you will have the opportunity to engage with vendors and fellow members, and win free door prizes (last year we gave out at least one door prize per registrant in attendance with at least three prizes valued at over \$1000).

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## Bahia Belle Boat Cruise - Ticket Included for All Resort Guests

The Bahia Belle, a "Turn of the Century" Mississippi-style sternwheeler that offers boat cruises on the waters of Mission Bay. The Bahia Belle features live music including swingin' blues and DJ's spinning great dance music. Enjoy the perfect cocktail and dance the night away as you cruise on Mission Bay aboard one of San Diego's most treasured landmarks.



Not staying at the Catamaran Resort or want to bring a guest? Tickets are only \$10 each on-site.

## Opening Reception on the Beach with Live Entertainment (Dance of the Fire Knives)

***Again, You Won't be Walking Through Fire but they'll be dancing through it for your entertainment!***

Put your toes in the sand, enjoy the view, taste the hors d'oeuvres and sweets, and marvel at the Polynesian entertainers and drummers in this high-energy floor show...fire included!

If you wish to bring a guest (or guests), tickets are available for \$45 each (a steal for this show for both adult and child) at

[www.careerdirectors.com/cart.asp](http://www.careerdirectors.com/cart.asp).

*([View 2009 pictures](#), [2010 pictures](#), and [2011 pictures](#)*

*of the fun we've had at our receptions).*



## Lunch Banquet & Awards Ceremony

Enjoy a sumptuous lunch followed by our annual Volunteer Recognition Ceremony where we will recognize those

individuals who have made a difference to CDI.

## Post-Summit Dine About

The Summit ends but the fun continues! In 2012 we'll again dine outdoors on beautiful mission bay, enjoying tasty food and enlivening conversation as we recount the fun and energy of the Summit.

NOTE: This is not an official Summit event but a casual meet-up for networking, fun, and conference closure. Any dinner or drink purchases are at the discretion of each participant.



 Accommodations

**The Catamaran Resort & Spa: San Diego's Beach Resort Paradise**

**Enjoy a Civilized Adventure at San Diego's finest beach resort**

Welcome to a San Diego hotel that awakens the senses, relaxes the body and soothes the soul. Explore hidden gardens of over 1,000 types of eclectic plants and flowers, exotic birds, 100 varieties of palm trees, and 30 types of hibiscus. Surround yourself with striking sunsets, the splendor of secluded sandy beaches, and the sights and sounds of nature all in one place.

The Catamaran's 313 rooms and suites are spacious and tastefully appointed with their own balcony or patio. Mission Bay, the world's largest aquatic park, is at your doorstep and the enticing waves of the Pacific Ocean are just 100 yards away. **Enjoy marvelous views of the California coastline or stunning city skyline from every part of this beach resort.** In [San Diego, activities](#) and local attractions are never far away. Visit the world famous San Diego Zoo, historic Old Town, and SeaWorld. Whether staying at the Catamaran Resort for pleasure or business, you'll experience San Diego, one of Southern California's most exciting cities, in all its fascinating and colorful detail.



Triple - \$169/night

Quad - \$189/night

*Rates will be available 3 days before and 3 days after only until hotel reaches 85% occupancy. We WILL fill our block so don't wait!*

**To make a reservation:**

1. Use the [Online System](#) to register
2. Call the Hotel at 800-422-8386 for reservations.  
*Be sure to mention Career Directors International (CDI).*

***Do not wait! Reservations typically sell out before the cut-off date of September 10, 2012.***

Visit the [Catamaran](#).



Visit the [Catamaran](#).

 Vendor & Sponsorship Invitation

With **CDI** you will meet your best customers and prospects while increasing your visibility with sponsorship, advertising, and conference exhibition!

Our membership spans all career disciplines and includes resume writers, career coaches and counselors, job developers, recruiters, outplacement specialists, HR practitioners and other specialists from private practice, civil service, academia and military. We currently have members in 14 countries and are continually growing.

Prior conferences have demonstrated solid value to **CDI** vendors based on the unique layout of our exhibitor space.

*Ever feel like those 'vendor breaks' seem to pass too fast? Hours set out across 2-3 days really only leave you with trickles of prospect face time?*

**CDI offers something different with a host of unique opportunities:**

1. Exclusive Vendor Fair on Thursday gives you the opportunity to meet prospects face-to-face on day one! Talk about setting the stage for successful visibility!
2. Multiple networking events including vendor breaks, reception, included boat tour, and post-Summit dine-about.
3. Vendor space located conveniently in main meeting room, putting you in the heart of the event. There are no breakout sessions so ALL attendees are always right in front of you!

Every booth receives prime placement to ensure high visibility and traffic during our Summit. Further, CDI presents door prizes only during the Vendor Fair which keeps attendees in the room meeting with you!

**CDI** strives to ensure that your investment in exhibition and sponsorship is worthwhile through a variety of marketing strategies as outlined below.

**Exhibitor Testimonials**

***"Last time I saw a factor of 5-fold ROI on my investment..."***

*"In the decades of my career, I've survived many conferences as attendee and as a vendor. If you've been an exhibitor you know that not all conferences are "created equal". It's always a roll of the dice whether your investment in the conference will end in the plus column or the minus column.*

*There's also the question of whether the attendees are serious or just looking for free trinkets and t-shirts. So, I have to tell you how surprised and pleased I was by the attendees at CDI Summit. They were warm, intelligent, serious in their search for ways to improve both their services and their business. I found that almost uniformly, those who invested in the Summit came expecting to invest further in their businesses and seeking resources that enabled them to do so.*

*Many attendees stopped by my booth as a result of the excellent design of the space. I loved the depth and breadth of the questions they wanted to explore and their*

Whether you take advantage of a vendor booth or make a longer lasting impression by adding sponsorship or simply opting for sponsorship alone, the **CDI** Conference is an outstanding way of increasing your traffic and capture more clients.

We hope that you will join us in San Diego, CA, for our highly unique Global Career Empowerment Summit.

## Exhibitor Option

Each exhibitor package includes:

- One (1) conference registration - 2.5-day program includes reception, 2 lunches including Saturday banquet, program, 2 hot breakfasts, and break refreshments.
- 6' draped table for presentation of materials/products.
- Brochure / One-Sheet inserted in Conference Totebags.
- Vendor Fair for enhanced participant exposure.
- Optional Electrical Hook-Up.
- Internet access is available at an additional fee.

**Super Early Bird - \$759.00 (save \$100)**

**Add a 1-year Affiliate (Advertising) Membership (save \$30):**

**\$1054.00**

**[Register Now!](#)**

***Super Early Bird savings until 4/01/12***

*Please inquire about availability at [info@careerdirectors.com](mailto:info@careerdirectors.com)  
or 321-752-0442.*

## Sponsorship Options

CDI Conference Sponsorship provides you with a cost-effective opportunity to promote your product, service or programs with multiple impressions on our website, newsletter, conference materials, and conference banquet presentation.

*openness to different viewpoints. I felt welcomed instead of disdained, as is sometimes the case for vendors.*

*In short, if you have a product or service that addresses this market, or the market these great professionals serve, you should find this an excellent investment for your business development resources. Last time, I saw a factor of 5-fold ROI on my investment and I made great connections and alliances that are still very warm and important to me and will continue to be for many years."*

- Pat Schuler, The Gemini Resource Group

\* \* \*

*"What a wonderful gift to have a conference offer vendors the opportunity to participate in the conference programs, as more times than not, we are placed in another room. It is wonderful that CDI recognizes the fact that we are also entrepreneurs in need of guidance as we build our business'.*

*Thank you to CDI for a wonderful conference. I will definitely see you next year!"*

- Val Matta, CareerShift, LLC

For your investment, you will reach both conference attendees, members, and thousands of potential prospects who we are marketing the conference to through the multiple impressions described below.

While many sponsorship opportunities provide you with nothing more than a business card sized ad in their conference brochure at these rates, **CDI** is offering two unique opportunities to spend just pennies per impression within your target market.

## **Platinum Sponsor - exclusive opportunities!**

*Our platinum sponsor truly gets the star treatment with:*

- Exhibitor / Event Registration for up to two attendees - a \$1518 value.
- One vendor booth (6' skirted table).
- One year strategic [partner \(affiliate\) membership](#) (with multiple advertising impressions and site positioning throughout the year) - a \$325 value.
- 5-minute presentation in Friday opening ceremonies at conference.
- Recognition, award and 5-minute closing presentation at conference banquet ceremony on Saturday.
- Front listing in attendee conference program with logo and URL.
- Logo on back cover of Summit notebook (registration required by 9/01/12).
- 5-minute presentation at Saturday award ceremony.
- Inclusion of vendor-supplied 8.5x11 data sheet(s) or brochure(s) in conference totebag. *Includes up to 3 flyers.*
- Logo and URL on every **CDI** 2012 Summit web page. Logo and link will remain in perpetuity on the 2012 main page.
- Logo and program description in our conference newsletters for exposure to our global membership base.
- Advertisement description with URL and logo in **CDI's** online newsletter.
- Logo advertisement on other conference signage.
- Social media announcements of your sponsorship on Twitter, Facebook, and LinkedIn.

NOTE: Internet access for exhibitions is available at an additional fee through the resort.

**Only \$2750.00**

**[Register Now!](#)**

## **Gold Sponsor - great visibility!**

*Our gold sponsor will stand out with:*



- Exhibitor / Event Registration for one company representative - an \$859 value.
- One vendor booth (6' skirted table).
- One year strategic [partner \(affiliate\) membership](#) (with multiple advertising impressions and site positioning throughout the year) - a \$325 value.
- Introduction at Friday opening ceremonies at conference.
- Recognition and award at conference banquet on Saturday.
- Logo with URL link on CDI conference 2012 main page. Logo and link will remain in perpetuity on the 2012 main page.
- Logo and URL listing on conference notebook sponsor page.
- Inclusion of vendor-supplied 8.5x11 data sheet or brochure in conference totebag.
- Logo and program description in our conference newsletters for exposure to our global membership base.
- Social media announcements of your sponsorship on Twitter, Facebook, and LinkedIn.

NOTE: Internet access for exhibitions is available at an additional fee through the resort.

**Only \$1750.00**

**[Register Now!](#)**

## **Silver Sponsor**

*Perfect for the small business who wants visibility but is not available to attend. Exhibitor registration is not included but can be added.*

*Includes:*

- Name listing with URL link on **CDI** conference webpage.
- Logo and URL listing on conference notebook sponsor page.
- Inclusion of vendor-supplied 8.5x11 data sheet or brochure in conference totebag.

**Only \$550.00**

**[Register Now!](#)**

# global career empowerment summit **2012**

## Conference Registration

Registration is easy! Your options for conference and special event registration include:

1. **Register online:** <http://www.careerdirectors.com/cart.asp>
2. **Fill out PDF registration form and fax to:** 321-752-7513
3. **Fill out PDF registration form and mail to:** Career Directors International, 1665 Clover Circle, Melbourne, FL 32935
4. **Call us to register by phone:** 321-752-0442

## Registration Fees

Visit the [Shopping Cart](#) for membership discount special with conference registration and various payment plan options

\$549 (Through 4/1/12)

\$599 (4/2/12-7/1/12)

\$649 (7/2/12-10/12/12)

**Save \$30 when you join or renew with registration!**

## Exhibitor Attendance

\$759 (Through 4/1/12)

\$799 (4/2/12-7/1/12)

\$859 (7/2/12-10/12/12)

**Save \$30 to join/renew with registration!**

## Conference Special Events

\$45.00 - Additional Thursday evening Reception Ticket for guests/family

## Conference Sponsorship

\$550.00 Silver

\$1750.00 Gold

\$2750 Platinum

*Contact CDI for other options*

## Membership Special

\$150 Annual Member Renewal (save \$30)

\$190 Annual Membership - New Member (save \$30)

\$295 Affiliate (Advertising) Member (save \$30)

*- membership is not required to attend*

### Cancellation Policy

Summit Registrations: Cancellations received before June 30, 2012 will be refunded minus a \$75.00 cancellation fee. Those received between July 1, 2012 and August 31, 2012 will receive a 50% refund. No refunds will be issued for “no shows” or cancellations after September 1, 2012. No exceptions.

### Accommodations

Learn more about our exciting property at [Accommodations](#).

If you have questions, please contact us at 321-752-0442 / [info@careerdirectors.com](mailto:info@careerdirectors.com).

SPACE IS LIMITED for both the special event and hotel reservations. Don't wait to register!