

Martin Yate - Keynote

@ResumeStrategy – "Best in the business" @knockemdead author Martin Yate up next #cdi11

@JobSearchCoach - Starting again - 2nd day - Martin Yate as the keynote speaker. #CDI11

@tinanicolai - @martinyate people seek help after job loss. Don't wait! Always have a plan and stay ahead of curve. #cdi11 #linkedin #unemployed #execs

@knockemdead said, "We don't save lives; we make lives worth living." Well said! #cdi11

@knockemdead said, "Of all the groups that are out there, this is the most sophisticated in the career world" #cdi11

@kristinsjohnson - Losing a job and getting re-employed like surviving #alienabduction. @knockemdead #cdi11

@ResumeSolutions - Martin Yate: Americans change job an average every 4 years, at least 3 will be career changes #CDI11

@kristinsjohnson - The only constant is constant change #cdi11 @martinyate

@CamilleRoberts - Martin Yate @knockemdead says resume writers are just as important as heart surgeons. Can you imagine a world where people take charge.

@LisaRangel - Single most important career skill one can develop in a world of constant change is resume & job search skill mastery--@martinyates #cdi11

Video as a Catapult to Business & Client Success: More Simple Than You Think

James Beal – Bizideo.tv, ILostMyJob.com LLC and CareerCenterToolBox.com

@Keppie_Careers - If you're not standing out, you are fitting in, per James Beal - true for biz and #job seekers #CDI11 (James suggests using video.)

@LisaRangel - US population views billions of videos monthly - James Beal #cdi11 - why don't you have a #career or #business video promoting yourself yet?

@kristinsjohnson - Jobseekers get ready to move out of your comfort zone. Video= now the key to catapult your job search succeeds" James Beal @ilostmyjob #cdi11

@LisaRangel - @jamesbeal says One Case Study: 329% more business in 1 year using episodic video content and aggressive video syndication #cdi11

@kristinsjohnson - use video to serve, for the "yes buts" to help them right away, engage, educate, retain #cdi11

@ResumeStrategy - #cdi11 When you create content, you are marching people through a stream of personalized outreach, user interaction and engagement

@kristinsjohnson - Types of videos: bounce, land, convert. Entertain, inform, inspire, persuade #cdi11

@ResumeStrategy - #cdi11 7 seconds to engage interest when potential client lands on your site - video helps with the engagement

@kristinsjohnson - #jobseekers video can be: meet the expert, success story, leave people hungry, you have the solution. #cdi11

@ResumeStrategy - #cdi11 simple yet powerful video tools: <http://animoto.com>, <http://slideshare.net>,

@ResumeSolutions - Brainstorm ideas for a video and find the way to position yourself uniquely to make people remember you #CDI11

Differentiate or Disappear! Striking Social (Job) Search Secrets From a Sourcing Guru

Shally Steckerl, Chief CyberSleuth & Executive Vice President, Arbita, Inc.

@ResumeSolutions - A wealth of great information from Shally Steckerl on strategies to differentiate yourself in your job search using social tools #cdi11

@ResumeStrategy - #cdi11 two ways to look at it - you find them (the people who can hire you) or you make yourself findable by them. @shally

@CamilleRoberts - Write a distinct value summary on your LinkedIn profile. 100% LI profile = 40% more clicks #jobseekers #cdi11 @shally

@LauraLabovich - #cdi11 #jobseekers: Best way to get recommendations is (no surprise) to give them. Be generous folks. @shally

@ResumeStrategy - #cdi11 Social Profile Optimization - same name, SEO friendly title, meta description (summary, about, bio, tagline), headers, image ALT tags

@ResumeStrategy - #cdi11 Headers, ALT tags, file names are more important to search engines than the actual content @shally

@ResumeStrategy - #cdi11 Visibility - google loves updated content. Submit profile urls to all the search engines. @shally

@kristinsjohnson: All of these investigative tricks are making me feel like the Nancy Drew of #jobsearch @Shelly #cdi11

@ResumeStrategy - #cdi11 Facebook ads by candidates can target specific company, industry or recruiting firm. @shally

@ResumeStrategy - #cdi11 submit multiple job ads to wordle to identify the best keywords for your target job @shally

@kristinsjohnson - minimum 1 post per week on blog Tues and Thurs are best @Shally #cdi11

@ResumeStrategy - #cdi11 Heat map - use <http://indeed.com> trends link to monitor trends in your field @shally

@ResumeStrategy - #cdi11 Use Zoominfo to search company lists. Notice how they describe what they do. Different from how Wall Street categorizes them @shally

@kristinsjohnson - Peer search on google images to find a way in "first name last name" "right to left" find people who know your target contact. #cdi11

@ResumeStrategy - #cdi11 learning lots of cool peer regression techniques from @shally - how to get the names of the right "people of influence"

@kristinsjohnson - wink.com to find social profiles of important folks you need to get to know. Enter jargon, titles, employers in Other field #cdi11

New Horizons for Job Boards: Exciting Changes & Unexpected Resources

Sophie Beaupere - Indeed.com; Tony Lee, CAO & EVP - Adicio; Publisher - CareerCast.com; Charles Purdy, Sr. Editor - Monster.com; Chandlee Bryan - StartWire – A StartDate Labs Company; Eric Enge, Principal - CareerFriend™; and Margaret F. Dikel, Publisher – RileyGuide.com; co-author of The Guide to Internet Job Searching

@dawnrasmussen - Learning what's next in evolution of online job boards from @MonsterCareers @indeed @chandlee @careercast @rileyguide @stonetemple #cdi11

@ExecJobCoach: 17% of job seekers hired from job boards. That's enough not 2 not miss out! #cdi11

@LisaRangel - No more bleary eyes staring at a computer to look for job posts. Set up job & Google alerts on your job specs & get jobs sent to you! #cdi11

@kristinsjohnson - 50% of jobs on boards filled w/in first 7 days of listing. Apply early! Use your network @StartWire #cdi11

@tinanicolai - @rileyguide Margaret says "target job focus" on #linkedin. #cdi11 @startwire @indeed @MonsterCareers

@CamilleRoberts - Indeed is a vertical search engine. Faceted navigation is like sorting your searches for shoes on Zappos by color. @EricEnge #cdi11

@ResumeSolutions - Monster now have mobile applications for job seekers check it out #cdi11

@kristinsjohnson - Keep resumes fresh on job boards. If it's old >30 days it won't get looked at. @chandlee @startwire #cdi11

@kristinsjohnson - #jobseekers use job boards to check out your competitions' #resumes @indeed #cdi11

@ResumeSolutions - Keywords!! For online profiles job seekers should focus on quality keywords to match experience to employers' needs #CDI11

@kristinsjohnson - #CareerFriend will not post on your personal fb page #cdi11

@Keppie_Careers - #1 tip for using a job board via @monstercareers: customize! Job board is 1 step, not only step. Network! Mentions @beknown as +tool #CDI11

@ResumeSolutions - Make sure the top 5-6 things an employer is looking for is easy to find on your resume. Clean. Targeted Resume. #CDI11

@Keppie_Careers - @indeed suggests using their data on industry trends. Find out where there is growth, refine search, get alerts for jobs sent #CDI11

@Keppie_Careers - @monstercareers says many companies source APPLICANTS from resumes posted on Monster B4 they post the job. #CDI11

@ResumeStrategy - #cdi11 <http://indeed.com> pre-qualifies companies to verify that they aren't spammers or information collectors

@Keppie_Careers: All panel experts reminding #job seekers: use job boards in conjunction with other tools/networking. #CDI11

@ResumeStrategy - #cdi11 job search tools <http://www.careerfriend.com>, <http://startwire.com>, monster interview app, <http://seemore.com>

Your Clients Are Leaving You! How to Win Over & Keep a Transient Audience

Tim Tyrell-Smith – Fix, Build and Drive

@CamilleRoberts - #jobseekers: don't make the mistake of getting a job and disappearing. Maintain your network! @fixbulddrive #cdi11

@CamilleRoberts - #job seekers: Engage people. Get out of the house. Open up and smile. Reach out. A lot of people are in transition 2! @fixbulddrive #cdi11

@kristinsjohnson - Tell your story, know pain points, first impression, maintain a connection, engage them #cdi11

@CamilleRoberts - @fixbulddrive giving us good ideas by writing our ideal client profile in order to attract our ideal clients. #cdi11

@ResumeStrategy - #cdi11 How well do you know your ideal client? Do you have an image of him/her? What are her problems? <- now, write with them in mind

@Keppie_Careers - Build social credibility: write, speak, connect, start something, own niche. (+ advice 4 biz owners & job seekers!) v @timsstrategy #CDI11

@ResumeStrategy - #cdi11 Online content, twitter, blogs goes a long way to building social credibility, breaks down the barriers when you network IRL.

@LauraLabovich - #jobseekers If you stay in the house, you will prolong your job search by 6 months; establish local relationships. @timstrategy #cdi11

@ResumeStrategy - #cdi11 More secrets to networking secret sauce: write, speak (presentations), connect, start something (e.g. LinkedIn Groups), own a niche

@LauraLabovich - People are more apt to refer you if they've met you in person. v. @timsstrategy. #jobs #CDI11

@ResumeStrategy - #cdi11 People don't need job search content when they aren't looking for a job but they do need career mgmt content. That keeps them engaged