

## 2010 AARP Webinar Series for Job Seekers

AARP is offering webinars throughout 2010 to help you succeed in your job search. Visit [www.aarp.org/jobwebinars](http://www.aarp.org/jobwebinars) to register for the next webinar, learn about upcoming events, or view a recorded version of a past webinar.

### **Networking 2010: Make Connections to Find a Job**

Wednesday, March 24, 2:00-3:00 pm EDT

Most job seekers know that networking is important, but many are unsure of where to start or how to do it effectively. Successful networkers use a combination of in-person and online approaches to build relationships and find a job. Attend this webinar to learn:

- Practical tips to expand your personal network, make new contacts, and reactivate old ones
- Step-by-step guidance for using the major online social networks (LinkedIn, Twitter and FaceBook) as part of your job search

Presenters:

- Susan Joyce, Editor and Publisher of the award-winning web site, JobHunt.org
- Dave Peck, New Media Strategist for LSF Interactive, San Francisco

### **Refresh Your Resume for Today's Job Market**

Thursday, June 17, 2:00-3:00 pm EDT

If your resume is not getting the attention you want, it may be time to take a new look. This webinar shows you how to update and sharpen your resume so that it stands out in a crowd, which is hard to do in today's job market. Learn how to:

- Choose the right resume for the job
- Focus on accomplishments rather than job duties
- Deal with age, dates and employment gaps

Presenters:

- Susan Ireland, author of *The Complete Idiot's Guide to the Perfect Resume*; resume expert on JobHunt.org and through her own web site
- Beth Brown, senior resume writer on Susan Ireland's Resume Team

## Promote Yourself With a Personal Brand

Tuesday, September 14, 2:00-3:00 pm EDT

What makes you unique among your peers? What have you achieved that makes you a valuable asset to an employer? Whether you are a career-changer, an entrepreneur, or simply need a new approach in your job search, a personal brand will help you define the product that is *you*.

This webinar explains how to apply commercial branding techniques to find a job or build your business. You'll learn to:

- Identify your unique strengths and skills
- Increase your visibility in a competitive market
- Show your value to potential employers

Presenter:

Marva Goldsmith, author of *Branding Yourself After Age 50*, is a branding and image consultant based in Washington, DC.

## Hot Jobs: Where They Are and How to Find Them

December 9, 2:00-3:00 pm EST

At this AARP members-only webinar, employment experts will help you find out which industries, occupations, and types of employers have the most job openings (and which don't). Learn how to use your arsenal of job hunting skills to latch onto more possibilities for getting hired. Information includes:

- Tips for using job boards—and mistakes to avoid
- Using social networks to find job prospects
- Matching your qualifications to available jobs

Presenters:

- Melanie Holmes, Vice President, World of Work Solutions, Manpower, Inc.
- Katharine Hansen, career expert and Creative Director for QuintCareers.com.

Learn more at  
[www.aarp.org/jobwebinars](http://www.aarp.org/jobwebinars)

