

Berkeley College Workshop Series

Complement your curriculum with exciting,
in-class presentations free of charge



In Pursuit of Personal Branding: Communicating the Professional You

Empower your students to build and communicate their personal brand. As we know, technology has limited our verbal communication skills that are vital to success. Through writing activities and verbal exercises, your students will learn the skills needed to project their vision, passion, and purpose in situations where it matters most.

Recommended for senior English classes



Preparing For the Race

This workshop will cover many areas of wellness by helping students transition from high school to college and careers. Students will be encouraged to explore and embrace making sound decisions for their mental, physical, emotional, and social well-being. Through videos, interactive discussions, and activities we begin to guide and prepare students for their own individual race.

Recommended for senior Health classes

Tell Your
Story the
WRITE Way



Tell Your Story the Write Way

Help your students pen their most meaningful story. This workshop will allow your students to author an honest and genuine account, which can be used for their college essay, brag sheet, or personal statement. Crafting an unforgettable tale is just the start. These skills will provide the foundation for developing applications and resumes that students will be able to build on for years to come.

Recommended for upper-Level English classes



Make the right moves

Did you know, right or wrong, 55 percent of first impressions are based on visual image? A favorable or negative impression may set the tone and affect your success when applying for colleges, jobs, programs, or scholarships. This workshop will prepare students to present themselves in a positive and professional manner during interviews.

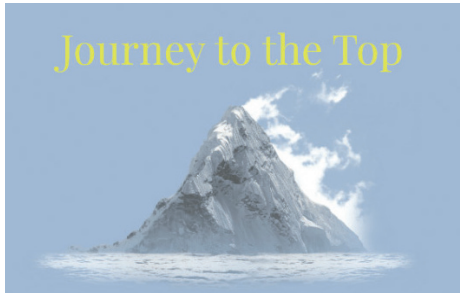
Recommended for upper-level Business classes, Career classes, Work Study, DECA, and FBLA



Destination Success

Along life's journey there are very specific destinations. For a student, it could be a college acceptance or a new start after graduation. This presentation illustrates how obstacles can grow into opportunities. Interactive goal-setting strategies, personality assessments, and a planning timeline for junior year will assist students as they identify which path to follow.

Recommended for junior Health classes



Journey to the Top

It's all about the climb. This motivational program utilizes SMART Goals as the stepping stones for educational and professional success. Through popular media examples, students are inspired to focus on their vision and put into motion a plan for the start of their own personal "journey to the top."

Recommended for all grade levels



Banking on Your Future

"If you manage your money, you can manage your life." This workshop provides the techniques for students to take charge of their lives by properly managing their money. Students will learn the 5 Steps of Budgeting, which will address income, expenses, needs vs. wants, savings/investments, and credit through an interactive presentation with challenges and games.

Recommended for Financial Literacy, Personal Finance or Accounting classes



AI Marketing: Reengineering the Consumer Experience

Artificial Intelligence Marketing is leading the way in business and industry. AI predicts what a customer is likely to buy, personalizes digital ads, and enhances the consumer experience. This workshop highlights the transformation of marketing principles from the four P's to C's, and, now, to the four E's. Engaging videos, interactive discussions, and a preview of upcoming trends will help your students visualize the future of marketing.

Recommended for Business, Marketing, and Technology Classes

We have career focused presentations available

Call **800-883-2844**

or email: **HSCOUTREACH@BerkeleyCollege.edu**

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Your **potential** is our **promise.**[™]