



Seminar Sponsorship Application and Information Package

November 14, 2009

Saddle Brook Marriott Hotel

Saddle Brook, New Jersey

# Take Charge of Your Career Again!

## Sponsorship Application

Company _____	Contact _____
Address _____	Title _____
Address _____	Email _____
Web _____	Contact Phone _____
Phone _____	Contact Cell _____

Sponsor Level: Platinum \$\_\_\_\_\_, Gold \$\_\_\_\_\_, Silver \$\_\_\_\_\_, Steel \$\_\_\_\_\_, Display \$\_\_\_\_\_

The undersigned acknowledges that it is a sponsor (“Sponsor”) of the event known as “Take Charge of Your Career Again!” to be held from 8:30 AM until 12:00 PM (doors open at 7:30 AM) on November 14, 2009 at the Saddle Brook Marriott Hotel, 138 Pehle Avenue, Saddle Brook, NJ (“Event”). Sponsor agrees to pay the below amount immediately in full when due in U.S. dollars in exchange for the Sponsorship benefits associated with the selected sponsorship level and in accordance with the attached description. Sponsor agrees, at its sole cost, to supply all of its own materials for distribution, display, or sale, including banners, etc. Sponsor hereby represents that it is authorized to enter into this agreement. Sponsor agrees to distribute via email, promotional material for the Event, to its list of contacts at least two times prior to the Event. RealStrat will provide the promotional material. Sponsor agrees that it is not a financial partner in the Event and that it shall be responsible for all of its own costs associated with its role as Sponsor. Sponsor hereby authorizes Real Estate Strategies Corporation (“RealStrat”) the right to use Sponsor’s name and logo in advertising and promoting the Event, before, during, and after the Event.

Sponsor agrees not to hold liable RealStrat, its principals, officers or employees, for any loss, damage, negligence, liability, or otherwise. RealStrat cannot guarantee the number of attendees at the Event. All deposits are not refundable. In the event RealStrat elects to cancel the event, RealStrat will refund deposits made by Sponsor.

.

Payment:

AmEx, Visa, MC, Discover (Please Circle One)

Credit Card # \_\_\_\_\_, Expiration Date \_\_\_\_\_, Security Code \_\_\_\_\_,

Total Amount: \$ \_\_\_\_\_

**Agreed and Accepted**

\_\_\_\_\_ (Signature)                      \_\_\_\_\_ (Print  
Name)

\_\_\_\_\_ 2009 (Date)

# Take Charge of Your Career Again!

## Sponsorship Opportunities

### **Platinum Sponsor - \$2,490.00 Investment**

1. 6' Display table with skirts, four free tickets
2. Your promotional flyer distributed in seminar program pack
3. Hanging banner in seminar room
4. Your Company logo displayed on seminar website
5. Your Company name announced at the beginning and end of the seminar, and during breaks
6. Logo displayed on screen at the seminar
7. Introduction by your company executive from the stage
8. Your Name announced during radio advertisements
9. Your product / service information distributed to attendees within 3 weeks after the seminar

### **Gold Sponsor - \$ 2,010.00 Investment**

1. 6' Display table with skirts, three free tickets
2. Your promotional flyer distributed in seminar program pack
3. Hanging banner in seminar room
4. Your Company logo displayed on seminar website
5. Logo displayed on screen at the seminar
6. Company name announced at the seminar
7. Your product / service information distributed to attendees within 3 weeks after the seminar

### **Silver Sponsor - \$1,330.00 Investment**

1. 6' Display table with skirts, two free tickets
2. Your promotional flyer distributed in seminar program pack
3. Hanging banner in seminar room
4. Your Company logo displayed on seminar website
5. Your product / service information distributed to attendees within 3 weeks after the seminar

### **Steel Sponsor - \$840.00 Investment**

1. 6' Display table with skirts, two free tickets
2. Your promotional flyer distributed in seminar program pack
3. Your Company logo displayed on seminar website

### **Display Sponsor - \$415.00 Investment**

1. 6' Display table with skirts, two free tickets

**Call for custom opportunities and pricing!**

# **Call for custom opportunities and pricing!**

## **Projected Attendee Demographics**

**We designed “Take Charge of Your Career Again!” to attract:**

- White collar senior and mid-level executives and business professionals
- Operations, finance, technology, human resources, sales, marketing, and others
- C-Level executives, corporate employees, managers, directors, and professionals
- From public, private, and not-for-profit companies across all industries
- Living and / or working in New Jersey and New York
- Between ages of 30 and 65
- Men and women
- Annual income of \$150,000 and up
- Careers in transition now or at risk of future transition

## **INSTRUCTIONS:**

Email logos in jpg format and in atleast 72dpi size to Paulo Santos at [Paulo.Santos@RealStrat.com](mailto:Paulo.Santos@RealStrat.com), no later than November 1, 2009.

“Take Charge of Your Career Again!” seminar  
[www.TakeChargeOfYourCareerSeminar.com](http://www.TakeChargeOfYourCareerSeminar.com), is sponsored and produced by:

Real Estate Strategies Corporation

3 Executive Drive, Suite 400

Somerset, NJ 08873

908 245 5999 x11

[www.RealStrat.com](http://www.RealStrat.com)

Sponsorship reservations and other arrangements will not be considered final until we have received full payment.

# Take Charge of Your Career Again!

*Present Yourself Like a Pro, Get That Perfect Job, and Achieve the Success You Deserve*

Expected Attendees: : 300 Corporate Executives and Business Professionals

Date & Time: Saturday, November 14, 2009  
8:30 AM to 12:00 Noon  
Doors Open at 7:30 AM

Place: Saddle brook Marriott Hotel  
138 Pehle Avenue (Intersection of Rt 80 & Garden State Parkway)  
Saddle Brook, New Jersey

Previous Presentations: Numerous Organizations, including Financial Executives International (FEI), Financial Executive Networking Group (FENG), Strategic Executive Networking Group (SENG), Greek Synergy, and others

Leader: Andrew B. Zezas

## Course Description:

“Take Charge of Your Career Again!” is designed for executives and professionals who are interested in unlocking the secrets to finding, arranging, and attaining their optimal career position. The course offers skills and tools, from creative use of marketing and information tools to sophisticated interviewing methods that can be put into action immediately. It provides real time opportunities to achieve success for those who are now, or who anticipate being in career

transition. The dynamic content of the course also offers excellent support to those who seek to protect or enhance their current career position.

In a lively and energetic format, attendees will acquire proven skills and useful tools to get noticed and differentiate themselves from their career competitors. They will learn simple and easy steps that are essential to building professional networks and personal relationships, which will open doors and yield broad benefits throughout their careers and their lives. Attendees will hear how to deploy more powerful tools to communicate their professional value propositions. They'll learn how to avoid tired and ineffective clichés and deadly self-promotion and interview mistakes.

Attendees will also learn how to employ a concise and intelligent approach to high level communications. They will hear how to draw on their strengths and their own personal style in selling themselves and in conveying the value they can offer any company. Attendees will recognize how to present themselves without having to brag, or transform themselves into salespeople. Attendees will also acquire the skills to present the true outcomes they'll derive for prospective employers.

The presentation begins with a “How To” discussion about high level relationship building and business networking. The session includes exercises in developing and clearly communicating one's own executive value proposition, a review of current career marketing tools that don't work, and how to use business cards, resumes, and other important tools more effectively. “Do's” and “Don'ts”, suggested reading, and recommended websites play an important part in the discussion, which concludes with a focus on the business that executives and professionals are *REALLY* in, and recommended first steps to achieving their career success. More information is available at [www.TakeChargeOfYourCareerSeminar.com](http://www.TakeChargeOfYourCareerSeminar.com).

### Discussion Points:

Attendees will hear how to:

- Precisely communicate the true value they can bring to any company
- Present themselves on a level commensurate with their true worth
- Communicate without bragging
- Sell themselves without having to feel like cheesy salespeople
- Succeed in every interview, so they can decide which position they will accept
- Generate the right job leads
- Enhance resumes, business cards, and other tools to make them more effective
- Build business networks that will help them achieve their career goals
- Minimize the time between jobs and the number of times they will be out of a job
- Better manage their overall careers

## Learning Objectives:

- The basis of high level networking, where to begin, how to succeed
- The benefits of maintaining business relationships throughout one's career
- How to sell oneself intelligently, without feeling uncomfortable
- Effective tools to achieve real career objectives
- How to communicate one's value proposition concisely and powerfully
- How to draw people in to achieve one's career goals
- How to use results and experiences to generate success
- The true focus of every executive

## Course Outline:

- High Level Networking
- Relationship Building
- Selling Yourself Made Easy
- Tools for Success
- Executive Communications
- Why Giving Back is Bad
- Creating Great Experiences
- The Business You Are *REALLY* In
- Suggested Reading

## Who Should Attend?

Accomplished senior and mid-level executives, and business professionals will profit from the ideas and methods presented in "Take Charge of Your Career Again!" Those whose careers are or may be in transition, and those who seek to protect or enhance their current positions, no matter what industry they are in, will derive easy-to-put-in-motion benefits by attending this timely and energetic seminar.

## Who Should Not Attend?

Those who:

- Are perfectly certain that their careers will never change
- Believe that their careers will never be in transition
- Believe that they will have the same job for life
- Will not benefit by learning how to better network, build stronger business relationships, more effectively communicate the value they will create for current and future employers.

### About the Course Leader:

Andrew Zezas has served the business of senior corporate and financial executives and entrepreneurs for over two and one half decades. He has won numerous client service and excellence awards, has successfully secured major client accounts throughout his career, and has completed projects valued in the hundreds of millions of dollars. Having advised corporate executives, professionals, and entrepreneurs, Andrew understands a lot about their everyday career challenges and successes. At the request of the New Jersey chapter of a national executive networking organization, Andrew applied his knowledge and experience in advising C-Level executives to develop “Take Charge of Your Career Again!” and created a defined methodology to enhance the careers of executives in transition.

Andrew is the author of two books, including [The CFO’s Guide to Understanding Corporate Real Estate Transactions](#) and over 90 white papers on careers, corporate real estate, finance, and business issues. He has been interviewed multiple times on The Growth Strategist internet radio program and on COSMOS-FM radio. Andrew has been quoted in numerous well-known business publications, has appeared as a keynote and guest speaker for many notable organizations in the United States and Canada, and is the author of [CorporateAdvisor.wordpress.com](#), a weekly blog on corporate real estate co-sponsored by [GlobeSt.com](#), as well as, his personal blog on careers and life at [AndrewZezas@blogspot.com](#).

Although Andrew is not a recruiter, career counselor, or an executive coach, he is considered a thought-leader on the subjects of executive communications, careers, and more. He is sought after by individual executives and business organizations for his practical and sophisticated application of sales and marketing techniques to executive career enhancement, as well as, his creative ideas, diverse experience, and proven expertise in business, corporate real estate and across multiple fields.

Additional information about Andrew Zezas is available at [www.Linkedin.com/in/AndrewZezas](#) and at [www.RealStrat.com/ProfileAZezas.htm](#).

# Take Charge of Your Career Again!

Present Yourself Like a Pro, Get That Perfect Job, and Achieve the Success You Deserve

Saddle Brook Marriot  
138 Pehle Avenue  
(Intersection Rte 80 & GSP)  
Saddle Brook, New Jersey

**S a t u r d a y**  
**NOVEMBER 14, 2009**

8:30 AM - 12:00 Noon  
Doors Open at 7:30 AM

**Register online or  
call our hotline!**

- Precisely communicate the true value you can bring to any company
- Present yourself like a pro
- Communicate without bragging
- Sell yourself without becoming a salesperson
- Succeed in every interview, so you can decide which position you will accept
- Generate the right job leads
- Build business networks that will help you achieve your career goals
- Minimize the time between jobs and the number of times you will be out of a job

At this executive seminar, you will learn to unlock the secrets to finding and attaining your optimal career position. Join 300 executives and professionals, and hear how to creatively use marketing and information tools and sophisticated interviewing methods that you can put into action immediately. Learn about real time opportunities to achieve success if you are now or if you anticipate being in career transition or to enhance your current career position.

In this lively and energetic seminar, you will acquire proven skills and useful tools to get noticed and differentiate yourself from career competitors. Learn simple and easy steps that are essential to building professional networks and relationships. Participate in exercises and hear how to deploy more powerful tools to communicate your professional value proposition. Learn how to avoid tired and ineffective clichés and deadly self-promotion and interview mistakes.

In just 3 hours, you will hear how to employ an intelligent approach to high level communications. You will learn how to use your own personal style in selling yourself and in conveying the value you can offer any company. You will hear how to present yourself without bragging and without having to become a salesperson, and will Take Charge Of Your Career Again!

Sponsored by:



www.realstrat.com

Hotline: **8 8 8 - 8 1 2 - 1 9 9 9**

**www.TakeChargeOfYourCareerSeminar.com**

# Sparking Greek Synergy in New York: Workshop Presents Tips and Wisdom

By Angelike Contis

Special to The National Herald

Networking. After Andrew B. Zezas' talk on the subject at Herald Square's Martinique Café, that's what a gathering of Greek American professionals and their friends were doing. And they actually seemed to be enjoying it! As the July 22 gathering closed, it wasn't just a collection of stiff folks in suits trying to sell themselves while collecting business cards.

At the Greek Synergy event, men and women had genuine smiles and interest on their faces as they exchanged information about where they'd been and where they hoped to go in a rough economy. Two smartly dressed men in real estate said Zezas' tips came right on time; they had job interviews the next day. Other participants ranged from a young woman in publishing who was nervous about industry trends to a man recently let go from a senior post at a major international bank.

"Your career is managing transition. That is your career," Zezas announced, his superhero-like voice booming. At the executive career development workshop entitled "Enough About Me, Let's Talk About Me!", the motivational speaker and real estate executive noted that change is the constant. The average CFO changes post every 14 to 20 months and the average CEO, perhaps every 12 months, he said.

Zezas 'Power Pointed' his way through networking tips. It isn't about grabbing business cards, having a drink and making friends, he explained. It's about strategically selecting people to stay in contact with on a regular basis. He

added: "If you are only a taker, you are not a networker." Generosity, however, is rewarded. Zezas explained: "If you are constantly sending it out, it will come back." He cautioned however, "don't be complacent about your contacts." Being on internet-based networking tools like LinkedIn is key, but it isn't enough.

"It's hard being out there, meeting people," Zezas said. He continued: "But we are adults. We still have mortgage payments to make." He urged the crowd to "get over it", when it came to concerns about being too salesman-like or aggressive.

Zezas warned those in transition not to treat their "time off" like a vacation, but rather to work from



Andrew Zezas, CEO of Real Estate Strategies Corp in New Jersey

Sam each day on the job of finding a job.

During the workshop, participants debated the pros and cons of email vs phone contacts. They learned the merits of having a diverse network, and not just one filled with their own kind. At least one concrete job tip came when a representative from Lyons Mortgage Services, in Long Island City, announced that they were hiring.

Zezas coached the crowd on the need to conduct exhaustive research on companies and people, but also to be ready to seize opportunities when they appear. "Who here can pitch themselves in 15 seconds?" he asked. "Who here has a dynamic, exciting resume?" he inquired. One man offered: "When I was in advertising, I had one." Zezas took a deep breath and advised the group to add headlines to the top of their resumes.

Then Zezas leaned in and let the workshop group in on a secret. Presenting the case for yourself is "like telling a joke in reverse." He repeated several times: "Give the punch-line first!" Many people make the mistake, Zezas explained, of being long-winded and circuitous. It's important to explain clearly and concisely what you can offer – the punch line - and to be ready to explain how you're going to do it.

The CEO of New Jersey-based Real Estate Strategies Corporation cautioned against passive email communication. A phone in hand is the best tool, combined with communication on all other fronts.

As the Manhattan lights glowed outside the windows, the event organizer and Greek Synergy creator Staz Tsiavos thanked café owner Stavros Aktipis and gave a few last words. Referring to the recession's



Andrew Zezas makes a point about networking at a Greek Synergy executive career development workshop titled, "Enough about me. Let's talk about me!" held at Café Martinique in Manhattan.

woes, he noted: "It's hard to be proactive and positive when you are licking your wounds, but we can go from looking at our limited individual resources to being resourceful, which includes helping one another."

Aiming at empowerment in difficult times, Tsiavos formed Greek Synergy in early 2009. It all started as the insurance professional began highlighting Greek names in the Wall Street Journal newspaper, and he began to connect and identify

with those people. Then, it occurred to him: "What is needed is to create a sense of synergia, of working together to help one another." Previous events included the talk "Hope, Prayer and the Economic Crisis: The Really Long Run" at the Harvard Club in March. Two more events will take place this fall.

One of the workshop participants, career coach Penny Kastaris, noted how important networking and building community are when a whopping 75% of jobs are not ad-

vertised and many jobs are posted as long as 90 days after they open.

Before the evening drew to a close, the participants got up and were well on their way in putting new networking lessons into practice.

**Additional Reading:** You Inc; Words that Work; The Sales Bible; Mr Schmooze. **Helpful Websites:** 15SecondPitch [www.15secondpitch.com](http://www.15secondpitch.com), Debbie Allen [www.debbieallen.com](http://www.debbieallen.com).