**PRE-CONFERENCE**

**Maximize Your AMC Experience with Pre-Conference Offerings**

Consider joining us for one of these exciting pre-conference topics!

Presenters will be announced soon. If you have questions or need any additional information to lobby for support to attend one of these sessions, please reach out to the chair of the pre-conference sub-committee, Christina Berardi, at [christina.berardi@salve.edu](mailto:christina.berardi@salve.edu), and a member of our committee will assist you.

These sessions can be attended individually or as part of the full conference. They will each run from 9:00 a.m. - 1:00 p.m. with lunch included. Tuesday night housing is also available for an additional fee.

Pre-Conference session options include:

**Data-Driven Travel Planning: Everyone is Doing It, but How Well?**

Data has become a driving force in our industry.  Everyone seems to have it, but are they using it to the best of their abilities to plan travel?  This workshop will explore what data is out there and how to efficiently use it to meet specific enrollment goals. Attendees will benefit from engaging in an interactive data-driven travel planning exercise. This workshop will encourage idea-sharing to explore the best off-campus travel initiatives for your office and how to leverage data to increase your ROI.

**College Counseling Web-shop: Getting Hands-On with Coalition, Common App, CSS Profile, and FAFSA**

Utilizing computers, participants will get hands-on in this workshop by taking a deep dive into the four online platforms students and families need most for college access: The Common Application, CSS Profile, FAFSA, and an introduction to the Coalition Application. Join experts as they walk through the student experience for each. Presenters will also highlight capabilities and common pitfalls of these technologies, and they will provide updates for 2017-2018.

**When Your, um, Public Speaking Needs Some, uh, Work: Improving Public Speaking and Communication Skills**

As admission professionals, we regularly receive trainings on new initiatives and current trends. However, we often neglect a set of basic skills that are critical to our success: public speaking and interpersonal communication. From high school visits, college fairs, and parent nights to meeting with families in the office and working with staff members, effective communication is key in our everyday professional lives. Whether you are looking for a tune-up or have never truly practiced these skills, this session will offer pointers, techniques, and newly inspired confidence for all attendees. Work with individuals who have made public speaking and communication their passion and their career to enhance your skill set and advance yourself professionally.

**Middle Management Workshop**

NEACAC’s Professional Development Committee will host a workshop for middle managers working at colleges and universities. This program will provide an opportunity for individuals to acquire techniques, strategies, and advice that will assist them as they continue to progress in their careers. Attendees will likely be at the assistant, senior assistant, or associate director level and will have some leadership and supervisory responsibilities within their office. During the workshop, attendees will hear from individuals in senior management positions at a variety of institutions and will have the opportunity to engage in discussion with colleagues. Topics to be covered include team-building, reporting, communication techniques, and career advancement.