

WORKSHOPS LIST

PRESENTER	TOPIC	SESSION DESCRIPTION	ROOM
<p>Michael R. Newman, PhD. <i>Director of Accounting Programs</i></p> <p>University of Houston C. T. Bauer College of Business</p>	<p>Accounting 101: Exploring Different Types and Opportuni- ties in the Field</p>	<p>In this workshop, we will delve into the various types of accounting and the job opportunities available within each field. From public accounting to government accounting, we will explore the different paths a career in accounting can take</p>	2307
<p>Brayden Cruz <i>Founder</i></p> <p>Genesist Labs</p>	<p>Zero to Marketer: How to Master Marketing & Advertising in an Algorithmic World</p>	<p>Students will learn both at a high level and in detail what the current state of marketing/advertising is across a variety of industries as well as gain real insight/ tools from a live media buyer on how to acquire the skills necessary to be successful in helping companies achieve their marketing goals. During this workshop, students will also be able to learn what it takes to build a strong marketing campaign as they work together in teams to develop a campaign of their own.</p>	2315
<p>Cynthia Hougardy <i>Regional Manager/Community Outreach</i></p> <p>FIDM/Fashion Institute of Design & Merchandising</p>	<p>Designing Inside the Box</p>	<p>Learn how companies build a brand image using multiple marketing tools.</p> <p>Social media platforms, visual communications, event planning, entertainment, exhibition and graphic design all matter when a targeting a customer and creating a brand.</p> <p>Students will be led through a series of design and marketing challenges, including creating a window display concept, planning an in-store promotional event, and creating a pop-up shop, for a targeted brand.</p>	2312
<p>Michael Kraten <i>Professor of Accounting</i></p> <p>Houston Baptist University</p>	<p>Financial Careers and the Accounting Profession</p>	<p>Think a career in accounting is boring cubicle work, well think again. In this session, you'll discover the tremendous opportunities in the field of accounting.</p>	2209
<p>Larry W. Brooks <i>Real Estate Broker Entrepreneurship</i></p> <p>Brooks & Davis Real Estate Firm ShopLWB</p>	<p>Building Your Empire: A Workshop on Entrepreneurship, Real Estate, and Branding</p>	<p>Entrepreneurship Real Estate Branding</p>	2316

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Jorge Galicia <i>The Fund for American Studies Outreach Fellow</i> The Dissident Project	Venezuela: My Story Your Future?	This workshop will discuss the dangers of socialism and public overspending in Venezuela, with the objective of informing the attendees about the potential consequences of these policies.	2210
Willy Verbrugghe <i>Chairman</i> SCORE	How to be an Entrepreneur and Start a Business in Texas	Provide attendees with the knowledge and resources they need to successfully launch their own business in the Lone Star State. This workshop is designed to empower attendees to turn their entrepreneurial dreams into a reality.	2214
Beth Newman <i>College Representative</i> FIDM/Fashion Institute of Design & Merchandising	The Future is Now: Social, Digital and New Media Marketing	Students will learn the enormous impact of social media across many industries and the skills required to work in this field. They will learn how tone of voice, word choice, photo choice, helps a company reach their set demographic.	1310
Albert Okagbue <i>Certified Public Accountant</i> TXCPA Houston	From Idea to Launch: A Step-by-Step Guide to Starting Your Own Business	This workshop will provide attendees with the tools and knowledge they need to successfully launch their own business. Attendees will leave the workshop with a solid foundation for turning their business idea into a reality.	1314
Ariel Kinsey <i>College Student</i> Prairie View A&M University	Networking 101: How to Build Connections in Col- lege and in the Business World	Understand how to network in college as well as in the business workplace.	1309
Danna Ceron <i>Program Manager</i> University of Houston - Wolff Center for Entrepreneurship	Entrepreneurial Success: Insights from the #1 Entrepreneurship Program in the Nation	Talk about entrepreneurship and learn about the #1 entrepreneurship program in the nation - Wolff Center for Entrepreneurship	2108
Bryana Gregory <i>Pharmacist</i> Wellness Advocate and Women's Wellness Coach	Managing Overwhelm in a Modern World	This workshop will focus on managing feelings of overwhelm and prioritizing wellbeing in order to live a more balanced and fulfilling life. It will include a 5 step process for achieving this balance.	1373

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Seritia Clark <i>Field Manager Human Resources</i> United States Postal Service	Exhibiting Leadership through Interview Skills	Workshop objective is to demonstrate to participants how they can show their leadership skills during an interview.	2109
Shelly Chinnery <i>Founder and Executive Director</i> Mpower YOU (Nonprofit Organization)	Let's Talk Entrepreneurship!	Workshop will define what an entrepreneur is, how entrepreneurship helps our economy and communities grow, types of entrepreneurs, youth entrepreneurship, and how to think like an entrepreneur	1369
Charlie Huang <i>Associate Professor of Management</i> University of Houston-Victoria	Strategic Analysis and Entrepreneurship	An overview of how to analyze industrial and business environment, conduct SWOT analysis, and formulate appropriate business strategy for a new business	2114
Emmanuel Quansah <i>Assistant Professor of Management</i> University of Houston-Victoria	Strategic Leadership	This workshop on strategic leadership in times of high uncertainty is designed to help leaders navigate the challenges of leading in an uncertain and rapidly changing environment.	2213
Cristina Medina <i>Invest in Girls Program Manager</i> Invest in Girls, a Program of the Council for Economic Education	Exploring Careers in Finance - Invest in Girls!	This workshop is designed to introduce high school girls to careers in finance through an interactive activity and to explore other financial literacy and career access opportunities within our program.	1301
Charles Odo and Caroline Adedeji <i>Financial Professional</i> World System Builder	Financial Education	College / University Coaching and Funding and Saving money	1310

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John W. McKenzie <i>Pastor/Nonprofit Director</i> True Faith Inspirational Baptist Church	Leading A Nonprofit Organization	Winning as a director of a nonprofit organization: skill development, networking, fundraising, results oriented leadership, choosing a winning team and making a difference through service.	2311
Shashank Beri <i>Tax Manager</i> Bailes Bates & Associates	Business and Professionalism	Discussion with students on how to become future leaders and their interest in accounting.	1260
Henry Gaw <i>Chief of Police</i> Katy ISD Police Department	Law Enforcement and Interaction with the Media and Press Conferences	Overview of law enforcement profession and how officers interact with the media and press conferences.	1257
Tavarius Eberhart <i>Video Director</i> MD Anderson	Video Director Career and Success	This workshop is for those interested in a career in video production for hospitals. It will cover the process of creating engaging and informative videos for patients and their families, as well as for staff education and training.	1264
Makesha Miggins <i>Assistant Professor</i> MD Anderson	Journey to Becoming an Oncologist	The workshop will cover topics such as the education and training required to become an oncologist, the different subspecialties within the field of oncology, and the day-to-day responsibilities of an oncologist.	1255