

# Preparing for the ATA Conference

Webinar by Jill R. Sommer

## Must-Haves for the Conference

- Business cards
- Résumés
- Comfortable shoes
- Energy
- An elevator speech (approx. 30-60 second pitch about you and your services – see <http://tinyurl.com/3ktc5a4>)

## Résumé Tips

- Your résumé should indicate your **languages** and **direction at the top**
- Be sure to include your name and contact info
- Highlight translation skills and specializations – not necessarily work history or your "ability to work well with others."
- Check and double-check for spelling and grammar errors – and have some else read it!
- Keep it to 1-2 pages
- Don't include marital status, date of birth, number of children or other personal info
- An objective isn't necessary – consider a summary of qualifications instead
- No need to list hardware or software programs like MS Word, but translation tools and operating platforms are helpful
- For more tips, visit <http://tinyurl.com/42zdcp9> and <http://tinyurl.com/3tt39fr#>

## Business Cards

- Keep your business card simple. Don't use too many fonts or try to cram too much information on it.
- They don't have to be fancy, but they should be legible and up-to-date
- Don't cross out information – get new cards printed
- Limit your business card size to 3.5" x 2"
- Consider a bilingual card – or space on the back to write how/where you met the person
- Make sure your card reflects your brand
- BE SURE TO BRING THEM TO THE CONFERENCE!

Some attendees stay at other hotels for cost reasons. Staying in the conference hotel is more practical and increases your networking opportunities. It's also nice to run up to the room for a quick break. One solution is to locate a potential roommate through ATA's Roommate Referral Blog (<http://www.ataroommates-boston.blogspot.com/>)