BAM DIGITAL MEDIA

CAREER READINESS WORKSHOPS

FOR ADULT JOBSEEKERS & WORKFORCE PROGRAMS

M/WBE Certified in NYC & NYS

BAM Digital Media offers interactive workshops, in person or virtual, for groups of 15–60 adult jobseekers. Sessions run 60–120 minutes and use short demonstrations, individual work, and paired or small-group practice. Printed examples and worksheets give participants a way to practice when devices or online accounts are unavailable. Virtual sessions include the same worksheets in digital form.

Designed for workforce development programs, libraries, community organizations, colleges, and employers.

Spot the Scam: Protect Yourself From Fake Job Offers

FOCUS AREA **Job search strategies and online safety**

Participants review sample job postings, recruiter texts, and emails, and flag warning signs such as upfront fees, requests for bank or Social Security numbers before an offer, text-only interviews, and pay that is out of line with the role. They practice checking an employer through its official website and learn where to report a suspected scam.

PARTICIPANT TAKEAWAY A job scam red-flag checklist and three steps to verify an employer before applying.

Build a Résumé for a Specific Job

FOCUS AREA **Résumé development and editing**

Participants compare a sample résumé with a job posting, identify which requirements they can support, and rewrite a bullet to show what they did and the result. They learn to include experience from caregiving, volunteering, or informal work, and use a checklist to review wording and layout.

PARTICIPANT TAKEAWAY A revised résumé bullet and a checklist for tailoring the rest of the résumé.

contactus@bamdigitalmedia.info • (347) 693-7207

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Explore Career Options and Plan Your Job Search

FOCUS AREA **Career exploration and discovery; job search strategies**

Participants connect transferable skills to two possible roles and compare sample job postings. They choose a role to explore, identify search terms, and use a tracker to plan applications and follow-up.

PARTICIPANT TAKEAWAY A target role, search terms, and a one-week job search plan.

Use AI to Strengthen Your Résumé and Cover Letter, Responsibly

FOCUS AREA **Résumé development and editing; job search strategies**

Participants use a free AI tool to tailor a résumé bullet or draft a cover letter for a sample job posting. They then check every claim against their own experience, cut generic language, and rewrite the result in their own voice. They also learn what personal information to keep out of AI tools. Printed AI drafts let participants practice without a device.

PARTICIPANT TAKEAWAY A fact-checked résumé bullet or cover letter paragraph and a checklist for reviewing AI output.

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Put AI to Work in Your Job Search: Chatbots and Agents

FOCUS AREA **Job search strategies; interview preparation and practice**

Participants use a free AI chatbot to research an employer, find roles that match their skills, and run a practice interview with follow-up questions. They then see a live demonstration of an AI agent, a tool that can search listings or fill out forms for them, and learn which tasks are safe to hand off and which need their own review. That includes never letting a tool submit an application or share personal information without checking it first. Printed prompt cards and a projected demonstration let participants follow along without a device.

PARTICIPANT TAKEAWAY A set of tested prompts for employer research and interview practice, plus a checklist of rules for using AI agents safely.

Better Conversations, Stronger Interviews

FOCUS AREA **Interview preparation and practice**

Using techniques from podcast interviews, participants take turns as interviewer and applicant. They listen for a detail to follow up on, use it to turn a broad answer into a specific example, and practice a question to ask an employer.

PARTICIPANT TAKEAWAY A revised interview answer and a question to bring to an interview.

Ready for the Video Interview

FOCUS AREA **Interview preparation and practice**

Participants learn how to set up for a video interview with a phone: camera framing, lighting, sound, and background. They record a short practice answer on their own phones and review it with a partner, using a checklist for eye contact, pace, and clarity.

PARTICIPANT TAKEAWAY A video interview setup checklist and partner feedback on a practice answer.

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Tell Your Story Through a Professional Introduction

FOCUS AREA **Personal pitches and professional communication**

Participants select a job or hiring event and identify an experience that shows what they can do. They draft a short introduction, practice with a partner, and revise it after feedback.

PARTICIPANT TAKEAWAY A 30-second introduction tailored to an employment goal.

Your Digital Footprint and Your Next Career Opportunity

FOCUS AREA **Online professional brand development**

Participants review a fictional applicant's public online presence from an employer's perspective. They use a checklist to decide what they would update, keep private, or highlight as evidence of their skills.

PARTICIPANT TAKEAWAY A digital footprint checklist and two actions to improve their online presence.

Make Your LinkedIn Profile Work for Your Job Search

FOCUS AREA **Online professional brand development and networking**

Participants review a sample profile and draft a headline and short About section. They use examples from work, volunteering, education, or other responsibilities to describe their skills and practice writing a connection request.

PARTICIPANT TAKEAWAY Draft profile language and a connection message.

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Build Your Professional Network With Purpose

FOCUS AREA **Networking and relationship building**

Participants map contacts and organizations that can help them learn about a target role. They draft a request for a short informational conversation and rehearse how to follow up.

PARTICIPANT TAKEAWAY A network map and a message they can adapt and send.

Make Your Work Visible With a Digital Portfolio

FOCUS AREA **Online professional brand development**

Participants select a work sample relevant to a target job and explain their contribution. They decide how to share it appropriately, such as in a simple document or a portfolio link.

PARTICIPANT TAKEAWAY A portfolio outline and a written description of one work sample.

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PANEL DISCUSSIONS

BAM can also produce 60-minute panel discussions, in person or virtual, for 15–60 participants, each featuring four panelists. BAM identifies and confirms panelists, moderates, coordinates logistics with your team, and records attendance and participant feedback.

Changing Careers on Purpose: Real Stories From New Yorkers

PANEL FOCUS **Career change and exploration**

Four New Yorkers who changed careers, including people who turned a side project or creative skill into full-time work, explain how they decided, what they learned, and what they would do differently. Ms. Acevedo moderates and closes with audience questions.

PARTICIPANT TAKEAWAY Practical first steps for exploring a career change.

How to Activate Your Network

PANEL FOCUS **Networking and relationship building**

Recruiters, hiring managers, and professionals who found jobs through referrals explain how they find candidates and what makes an outreach message work. Participants hear real examples, ask their own questions, and leave with a worksheet to put the advice into practice.

PARTICIPANT TAKEAWAY A network checklist worksheet. Participants check off people already in their lives they may not have thought to ask about job opportunities, such as former coworkers, classmates, neighbors, members of their faith community, their children's teachers and coaches, and local business owners they see regularly.

Book a workshop or series for your organization

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