

Susan B. Katz, NBCT

Award-Winning Author & Illustrator
Social Media Expert & Bilingual, Keynote Speaker
www.susankatzbooks.com

Books:

ALL YEAR ROUND (Scholastic, 2016)
Top New Book of 2016, The Children's Book Review
ABC, SCHOOL'S FOR ME (Scholastic, 2015)
MY MAMA EARTH (Barefoot Books, 2012)
Moonbeam Gold Award for Best Picture Book
ABC, BABY ME (Random House, 2010)

The Buddha in Business: How to Bring Compassion and Meditation into the Workplace

From morning until night, we are chained to our phones with a constant flurry of emails, texts and instant messages. We move so quickly that we often don't get to know our co-workers' personal struggles or to feel self-compassion instead of pressure to succeed. Susan B. Katz led efforts to bring Thich Nhat Hanh and his senior monks into Silicon Valley companies to help ground high tech workers in gratitude, compassion and the now. She will show participants how to: calm yourself with the breath in moments of stress, use Metta (loving kindness) meditation practice to neutralize negative feelings towards co-workers or managers, incorporate the pillars of mindfulness into the workplace including dissolving stress by accepting certain circumstances. Prior experience with meditation is not necessary and audience members will come away with tools and tips on how to easily find a work-life balance that reduces stress, increases productivity and eliminates office politics.

Differentiating Your Client Relations Strategy

Making each client partner feel like they are your highest priority can be a challenge. Creating an individualized, differentiated client relations strategy is akin to teaching a class of third graders, all of who come in on varying levels but need to be led to a north star. By identifying the key goals and currency of your clients, developing a specific, strategic, content-rich plan and delivering personalized attention, you will enhance your value added for customers and clients. Susan B. Katz is an expert in differentiation within both the education and social media worlds. She advised public figures and global influencers, such as Arianna Huffington, EL James, John Grisham and Dan Brown, while serving as a Strategic Partner Manager at Facebook.

Pitch Perfect: How to Launch Your Publishing Career

From the three Ps of Publishing to the formulaic Hook, Book and Cook, award-winning author Susan B. Katz leads aspiring writers, entrepreneurs and academics in a hands-on, minds-on talk (keynote or workshop) around the pillars of publishing. Ms. Katz's proven success helped her get published with Random House and Scholastic and she has advised hundreds of authors on how to launch their writing careers. Participants will leave with a tight book pitch that they have field tested on colleagues. Susan's books have won prestigious awards such as the Moonbeam Gold and been listed as "Best New Book of 2016" as well as making reading round-up lists of recommended summer reading titles.

Post This, Not That: Social Media Strategy

Building your social media brand and expanding your footprint through Facebook, Twitter, Instagram and blog/vlogs is no easy feat. After all, we tend to write longer than in 160 character sound-bites. Social media expert Susan B. Katz will walk you through a step-by-step plan including creating content, ideal timing, messaging, branding and how to make a post go viral. What makes your voice on social media authentic and engaging to your readers? Who is your true target audience? These questions and more will be addressed through sample posts, the newest features of Twitter, FB and Instagram and partner brainstorming. You will leave with a whole host of ideas to fortify your social media presence and brand effectively. Ms. Katz was responsible for launching Facebook's author vertical where she advised the nation's top 100 authors on creating content for their social media.

How to Raise and Engage Readers

Research shows that positive, power parent involvement impacts student academic achievement, and this program helps adults develop a special bond with their children as they read to and with them at home. Share fun, interactive activities and strategies on how families can select "just-right" books for their children. Raising engaged readers program focuses on close and cloze reading, comprehension strategies, and carving out time to read together. Connections such as text-to-text, text-to-self and text-to-world will be featured as well as the concept of appetizer, main course and dessert books.

Time Tested Topics and the Common Core

Seasoned educator and literacy specialist, Susan B. Katz (NBCT), shares how the implementation of the Common Core State Standards impacts us all. From an increase in non-fiction titles to specific, evergreen topics that are taught at each grade level, you will come away knowing how to easily access tried and true themes that teachers and librarians will want for years to come. Susan taught for over 25 years and coaches teachers and parents nationally. You will leave feeling inspired with a list of ideas that align with the CCSS. Whether you are a district or state, PTA or librarians' association, adjusting to the Common Core will feel much easier after you experience Ms. Katz's time tested topics and the Common Core presentation.