



Special Issue

November 11, 2011

#SCCC11

Greetings!

Happy November! I hope you're having a great fall semester. I'm truly enjoying studying abroad in London this fall, but unfortunately it means that I will be unable to attend the NYWICI student event of the year: **the Student Communications Career Conference** on November 19th!



If this is your first time attending the conference, you're in for an amazing day. This year's panelists are incredible, and the panel topics are highly pertinent to current industry trends. Be sure to [register](#) if you haven't done so already.

On the day of the event, look for the nywiciNEXT and nextBLOG table near the registration area. Members of the masthead will be sporting **"Ask me about nywiciNEXT!"** pins and handing out copies of our most recent issue. We're always looking for enthusiastic new contributors, so be sure to visit the table and say hi!

While you're at the table, look out for members wearing **"Ask me about our scholarships!"** pins and learn all about the NYWICI Foundation Scholarship program. Trust me when I say that a NYWICI scholarship is life-changing, and the bonds you build with your scholarship sisters are truly meaningful. The scholarship application will be available [online](#) by November 19th, and applications are due January 27, 2012. I highly recommend applying!

The conference is quickly approaching, so take some time over the next few weeks to **prepare yourself** for a day full of **learning, networking and (in true NYWICI fashion) a lot of fun**. This special edition of NEXT will provide tips for making the most of the day.

For those of you with smartphones, be sure to tweet throughout the conference using the **#SCCC11** hashtag. Your tweet could end up in our post-event coverage! Also, be sure to check into the event on Foursquare to be entered to win a breakfast or lunch with Seventeen magazine editor-in-chief Ann Shoket.



Enjoy the conference!

All the best,

[Chelsea Orcutt](#)

nywiciNEXT Editor-in-Chief
Syracuse University '13, Public Relations and Political Science



Make it count:

*Your guide to the
2011 Student Communications Career Conference*

The annual NYWICI Student Communications Career Conference never fails to deliver. The event organizers have assembled a group of the most successful and knowledgeable women in the communications field to speak to the next generation of industry leaders: us! It's a busy day, so it's crucial to be prepared in order to make the most of it. Don't fret! nywiciNEXT has your back. Check out our checklist and tips for making SCCC 2011 count!

Be sure to bring the following items:



If you're a student or intern looking for summer housing in New York City, it's time to raise your standards!

**Educational
Housing Services**
www.studenthousing.org
1-800-297-4694

**NYWICI is just
as
c o n n e c t e d
as you are**

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nextBLOG:

View our profile on **Linked**

**spread the
NYWICI l o v e**

reminder!

love NEXT?
love
event discounts?

If you have a smartphone, bring it to the conference! Live-tweet the conference using #SCCC11!

Don't be caught without these SCCC **essentials!** Be prepared to **take notes** during each panel and presentation. Keep your business cards handy as you make **valuable connections** with speakers and other students.

(Do you need business cards? Check out moo.com and create yours today in time for the conference!)

Additionally, it will serve you well to **write down a few questions** you'd like to ask the panelists at the end of each session. **Go beyond** the basic "What advice do you have for students?" question as that topic will likely be covered during the panel anyway! Consider asking about their thoughts on a **current trend** happening in their field, or about a particular experience that **shaped their career outlook**.

At the end of each panel session, **don't be discouraged** if you don't get a chance to approach panelists individually. Consider sending them a **tweet** saying how much you appreciated their advice during the panel. Better yet, cite something specific that really **resonated** with you. The panelist will know you paid attention and will appreciate you **reaching out!**

If you do make a great personal connection with a panelist (or even another student) **follow up** by Monday, November 21. Send him or her a quick email reminding them who you are and of course, thank them for their time at the conference. (And as always, a **handwritten thank you note** goes a long way!)



Students chat with SCCC 2010 keynote speaker Mara Schiavocampo.

Above all, go into the conference with an **open mind** and a **willingness** to learn not only about your particular field of interest, but also about other realms of the communications industry. **Be approachable**, talk to your fellow

love the
membership
database?

**Then LOVE
your student
membership...**

renew it!

students about their experiences, and listen to all of the advice the panelists have to offer. You'll be sure to leave the conference with the **knowledge and inspiration** to **make your career dreams a reality!**

Tweet your way to the top!

Your guide to Twitter at #SCCC11

Follow us on 

(Connect with NYWICI on Twitter! Click above.)

NYWICI is extremely active on [Twitter](#), and encourages its student members to join in! The Student Communications Career Conference is the perfect opportunity to **share your passion** for the communications industry with your followers. Remember to tag your conference tweets with [#SCCC11](#) and feel free to tag panelists in your tweets. We've compiled a handy list of their Twitter handles. Feel free to tweet great advice you've learned during the panels and presentations; it will only **enhance the online conversation**. Happy tweeting!

Keynote speaker: Ann Shoket, Editor-in-Chief, *Seventeen* magazine [@annshoket](#)

Broadcast and Cable

Shazia Khan, Reporter, NY1, [@shaziareports](#)

Andrea Morabito, Staff Writer, *Broadcasting and Cable*, [@andreamorabito](#)

Digital, Social and Mobile Media

Maria Burns Ortiz, Social Media Columnist, ESPN.com, [@BurnsOrtiz](#)

Julie Hochheiser Ilkovich, Editorial Director, Alloy Entertainment at Alloy Media+Marketing, [@JulieinNYC](#)

Emily Banks, Associate Managing Editor, Mashable, [@emjbanks](#)

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Catharine P. Taylor, Blogger, Mediapost, [@cpealet](#)

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Kierna Mayo, Editorial Director, *Ebony.com*, [@kiernamayo](#)

Brian Stelter, Reporter, *The New York Times*, [@brianstelter](#)

Communications Entrepreneurship

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Kate Lord, Photo Editor, *The Wall Street Journal*, [@katelordphoto](#)
Bonnie Blake, Director, Graphic Communications Management & Technology M.A. Program, New York University, [@BonnieBlakeNYU](#)

The #SCCC11 Twitter hype is already building! Check out the [transcript](#) of the November 1 Twitter chat about the conference.

SCCC in action!

Check out a video from last year's conference, and prepare yourself for November 19!



Video by:
Stephanie Rushford
[@SMRushford](#)