

CONFERENCE OVERVIEW

UC Berkeley's **12th annual** Next Opportunity at Work (NOW) Conference was held virtually on June 13, 2024, upholding our mission to support career and professional development for staff in the University of California system. This year's conference, **themed "Discover Your Potential - Map Your Success"**, featured dynamic and inspiring keynotes, diverse, relevant, and engaging concurrent sessions, thoughtful and mindful activity breaks, and extensive networking opportunities. Additionally, Coaching HQ, which ran throughout the conference week, engaged attendees in 1:1 coaching, group coaching, and webinars which supported their learning and allowed for a personal, customizable career development experience for all.

With **over 1,400 attendees** from **17 UC locations**, this year's conference stood out for its diverse and comprehensive topics and dynamic speakers. The event also received high praise for its organization, opportunity to connect with peers from other campuses, and effective virtual format.

Conference at a Glance:



**2 Keynote
Speakers**

Featuring Gorick
Ng and Dr.
Deepak Chopra



**21 Breakout
Sessions**

3 rounds of seven
70-minute
concurrent sessions



**3 Activity
Breaks**

Wellness breaks
throughout the day to
engage participants



**2 Networking
Activities**

Facilitated networking
allowed the attendees to
connect with colleagues



**Coaching HQ
Conference Week**

4 webinars, 32 group
coaching sessions, and
772 1:1 coaching appts

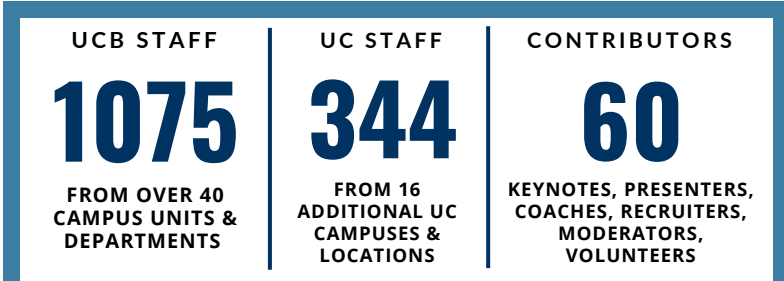
View the full conference agenda, session descriptions/recordings, and presenters on [our website](#).

AREAS OF INNOVATION

Enhancements to this year's conference resulted in:

- **60% increased participation** from UC campuses/locations outside of UC Berkeley due to increased marketing and awareness
- **54% Increased availability** of 1:1 Career Coaching and Talent Acquisition Consulting appointments and added group coaching opportunities through partnerships with other UCs and coaching organizations

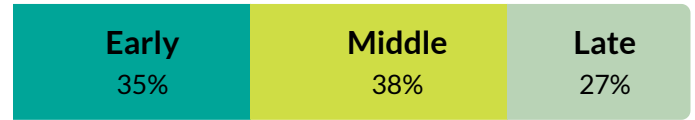
ABOUT THE ATTENDEES



UC Locations Represented:

- Lawrence Berkeley
- UC Davis/Health
- UC Riverside
- National Lab
- UC Irvine
- UC San Diego/Health
- UC Agriculture and Natural Resources
- UCLA/Health
- UC San Francisco/Health
- UC Merced
- UC Santa Barbara
- UC Berkeley
- UCOP
- UC Santa Cruz

Stage in overall career:



Current role type:

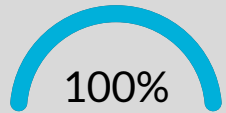


Years working on campus:

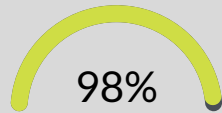


EVALUATION HIGHLIGHTS

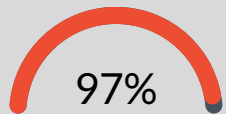
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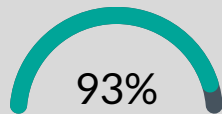
felt the conference was well organized.



found value in attending the conference.



will encourage colleagues to attend the conference.



enjoyed the virtual conference.

Participant Testimonials:

- “ I have never had this kind of experience in the UC system.”
- “ The diversity in topics on how to grow my professional career was incredible.”
- “ Well organized, great speakers and topics, enjoyed the virtual aspect.”
- “ I loved meeting new individuals from other Campus locations during breakout sessions within the concurrent sessions. **Cannot wait to attend in person!**”
- “ Thank you to the NOW team for putting on these amazing, engaging virtual sessions. I would have to say that in my 10 years at UCB, this is one of the best NOW Conferences with excellent topics that are relevant.”

MORE WAYS TO DISCOVER YOUR POTENTIAL - MAP YOUR SUCCESS

The People & Organization Development team within UC Berkeley People & Culture offers many career development programs. Throughout the year, we offer:

- NOW Conference session recordings and materials posted on the [NOW Conference Archives](#) page.
- Extended learning from the NOW Conference through the [NOW Encore Series](#).
- Ongoing access to 1:1 confidential [career coaching](#) for UC Berkeley staff.
- Many additional career development workshops and resources via the grow.berkeley.edu website.

Mark your calendars for 2025! Coaching HQ will be held virtually on June 9, 10, 11, and 13, and the NOW Conference will be at the Oakland Marriott City Center on Thursday, June 12.