

## General Session

Thursday, July 30, 2015

9:15 – 10:15 a.m.

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### **A Day in the Life of a Nerdy Home Builder**

*presented by Beth Ziesenis, Your Nerdy Best Friend*

What would your day look like if you took the advice of all your nerdy friends and implemented the tech tools and apps they recommend to make your life easier? This fast-moving, laugh-filled session takes you hour by hour through a day in the life of a tech-savvy home builder. You'll learn how a professional nerd solves a security crisis before 10 a.m., learns to make more of a lunch hour with an extra set of virtual hands, saves money on software before the staff meeting and brings the team together online before the day is done.

**A valuable session for anyone** – not just builders – who wants a better understanding of how technology fits into every part of their day, whether they're on a job site or behind a desk. Learn about technology systems that streamline projects and tasks, and discover dozens of free and bargain apps and online tools to use in the office or on the go.



### **What People Say...**

*Jam packed with useful information!*

*This session made the entire conference worthwhile!*

*Superlative. Wonderful. Funny.*

#### **About Beth Ziesenis:**

*Meet Beth Ziesenis, your own personal Nerdy Best Friend. Beth Z keeps up with all the new online applications and downloads that can help you look like you're working with a team of marketing, computer and productivity experts, even if you suffer from a shrinking staff and a disappearing budget.*

*Named an editor's pick for best speaker of 2013 by MeetingsNet and a Favorite Speaker by Meetings & Conventions magazine in 2014, Beth Ziesenis is an author, speaker, technology consultant and self-proclaimed nerd. Since her first Commodore 64 computer, Beth has been fascinated with technology and computer shortcuts that make people's lives easier. Beth helps computer users all over the country filter through thousands of apps, gadgets, widgets and doodads to find the perfect free and bargain technology tools for business and personal use through presentations and her books, including the latest title, Release Your Inner Nerd, available on Amazon.com.*

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