

# IvyWise Speakers Bureau

*Specialists in Education, College Admissions and Technology*

Want to understand the complex world of college admissions? Need tips on finding the best school options? Feel lost about working with teens in the digital age?



**Katherine Cohen**  
*Founder and CEO,  
IvyWise and  
ApplyWise.com  
College Counseling &  
Women in Business*



**Liz Hamburg**  
*Technology,  
Education & Student  
Entrepreneurialism*



**Robin Raskin**  
*College Parents &  
Technology*

*Full biographies and speaking topics may be found on the following page*

Let our experts guide your organization or clients through education's vast complexities and provide expert professional academic assistance for your audience.

IvyWise is pleased to offer its cadre of experts as keynote speakers and workshop leaders.

**Speaking topics include:**

- Navigating the college admissions process
- Pre-K admissions information and tips for success
- The implications and advantages of Facebook for college admissions
- Athletic recruitment how-tos
- Succeeding as an entrepreneur
- Ins and outs of the American college application process for international students

**Workshop topics include:**

- College visits
- Standardized testing
- Essays
- Extracurricular résumés
- Interviewing skills
- One-on-one counseling and more

Seminars and speaking engagements are tailored to your event and audience. Our expert speakers can often present on other topics not listed here and other speakers are available. Fees range from \$500-\$8,000. For more information and to book a speaking engagement contact:

**Lauren Medway, IvyWise Speakers Bureau**  
info@ivywise.com  
212-262-3500



### **Katherine Cohen**

**Author, Founder and CEO IvyWise and ApplyWise**  
B.A., Brown University, M.A., PhD., Yale University  
Audience Size: 25-300

Named a “SuperStar counselor” by *Money Magazine*, Dr. Cohen is considered the leading independent college counselor in the country and has spoken across the United States and internationally. Author of *The Truth About Getting In* and *Rock Hard Apps*, she is routinely quoted in the national media by *CNN*, *Fox News*, *CBS News*, *MTV*, *USA Today*, *The Wall Street Journal* and *People Magazine*. A captivating public speaker, Dr. Cohen demystifies the admissions process and debunks common admissions myths through her talks:

- **College Admissions for a New Generation**  
The college admissions process has changed dramatically since your audience members went through it and it continues to evolve at a fast pace. Learn about the internal and external factors affecting a student’s chances of admission and what parents can do to prepare their student for this exciting process.
- **Would You Admit This Student? You Decide Who Gets In**  
Your audience will enjoy this interactive and eye-opening look at the college admissions decision process from the point of view of an admissions officer at a selective university.
- **Getting Ahead as a Junior**
- **Hands-on College Admission Workshops**
- **Succeeding as an Entrepreneur**



### **Liz Hamburg**

**Radio Host, Co-founder and COO of ApplyWise**  
B.A., Brown University  
M.B.A., Kellogg Graduate School of Management,  
Northwestern University

Audience Size: 25-150

Liz is a “serial entrepreneur” with more than 15 years of international experience launching innovative new businesses in areas of communications, technology, media and entertainment. Currently, Liz is co-founder and COO of ApplyWise, an online college admissions program, and co-host of *WOR 710 AM* radio’s “New York Uncovered” and “Launchpad,” where she reports on issues affecting entrepreneurs and small businesses. Liz also serves on the advisory board of the *Eugene M. Lang Entrepreneurial Initiative Fund* at Columbia Business School and acts as the President of Brown University’s *Entrepreneur Program Advisory Board*. A sought after speaker and judge, Liz shares her expertise through her lively and informative presentations that address:

- **Technology and Education**
- **Women-Owned Businesses**
- **Educating and Fostering Student Entrepreneurs**



### **Robin Raskin**

**Author**  
B.A., Franklin and Marshall College

Audience Size: 50-300

At the forefront of digital technology for 30 years, Robin Raskin is the former editor of *PC Magazine* and Editor in Chief of *FamilyPC*. Robin has authored six books about parenting in the digital age, was a columnist for *USA Today Online* and has written for *RedBook*, *Parents*, *Child*, *RealSimple* and *FamilyFun*. Today, she lectures, consults, writes and creates events that explore what it means to be digital. She has also partnered with the *Consumer Electronics Association* to create a number of successful events, including *The Sandbox Summit: A Playdate with Technology*, *The Silver Summit* (for boomers and seniors), *Kids@Play*, and *The Last Gadget Standing*. As a former Director of Communications for *The Princeton Review*, Robin continues to work with a number of educational services companies and frequently appears on *The Today Show*, *CNN*, and *Dateline*. Her workshops include:

- **Raising Kids in a Digital World**
- **What Every Parent Should Know About College**
- **Online Safety: What you should do to keep your child safe**