Preparing today’s students to be tomorrow’s professionals

Personal Branding Conference 2016

One day career preparation conference for all students

February 20, 2016 University of Memphis

University Center Third Floor

8:30 – 9:00 Check – In and Breakfast (Ballroom Lobby)
9:00 – 10:00 Making Your Personal Brand Work—Start With A Dynamic Resume
10:00 – 10:10 Break
10:10 – 11:10 Professional Development Sessions 1
   Writing for success: Essential strategies for effective written communication.
   Linked strategies to help you get noticed
   Authentic Networking: Working a room and creating your personal introduction
11:15-12:15 Professional Development Sessions 2
   Writing for success: Essential strategies for effective written communication.
   Using LinkedIn to Your Advantage
   Authentic Networking: Working a room and creating your personal introduction
12:20 -2:00 Etiquette Lunch
2:00- 3:00 Speed Interviewing
3:00 – 3:15 Closing/Next Steps