Personal Branding Conference 2016
Session Descriptions

Writing for success: Essential strategies for effective written communication.
Dr. Marla Royne Stafford University of Memphis
Great Oaks Foundation Professor of Marketing
This workshop will focus on professional written communications in the business world with an emphasis on email communications. This interactive session will help students compose proper professional emails that are necessary to succeed in today's workplace. Common mistakes and helpful tips will be discussed.

Authentic Networking: Working a Room and Creating Your Personal Introduction
Jen Frank
Jen Frank Coaching
Are you comfortable networking at events? Do you have a professional network? Networking is essential to the success of your career; it’s how most people get jobs in today’s market. If the process of building your network is uncomfortable – or you just need to strengthen your skills – this workshop will explain what’s important when networking and teach you how to network according to your own style. We’ll cover networking at events and complete an exercise to create your personal introduction. You’ll leave knowing that networking gets easier with practice and with a practical understanding of what you need to do to build your network.

Using LinkedIn to Maximize Your Personal Brand
Elizabeth Nichols, Certified Image Consultant
Joel Nichols, Owner of LifeSpeak Inc.
This professional development workshop will help you transition from college into a career path that will become a part of your identity. During this session, we'll discuss strategies for using LinkedIn and other social media tools to build your personal brand. We’ll also have an interactive discussion on several top skills which will help establish your identity in the workplace; i.e. public/group speaking (presentation), written expression (precision), and social etiquette (presence). You’ll recognize the value of establishing a personal brand and leave with a better understanding of what’s needed to successfully transition into the working world.