

Personal Branding in a Digital World: Do You Matter?



WHEN:
Tuesday, March 16, 2010
11:30 a.m.-1:00 p.m.

WHERE:
Crowne Plaza Hotel
10499 Innovation Drive
Wauwatosa, WI 53226

PARKING:
Complimentary parking is
available in a private, surface lot.

FEE:
\$25 for AMA members
\$45 for non-members
\$20 for students or
individuals in transition

RSVP:
Register no later than
Thursday, March 11, 2010

WHO SHOULD ATTEND:
The luncheon is open to AMA-Milwaukee
members and interested individuals and
is designed to benefit marketers of all
levels – from seasoned professionals to
students – and is ideal for job seekers
and those interested in strengthening
their networks.

414.353.4451
AMAMilwaukee.org

As the world around us continues to change, people-powered brands are impacting the world of business. How important is your personal brand? If you would like to find out and learn steps you can take to manage it, make plans to attend the March 16 AMA luncheon.

The interactive program will focus on the importance of developing a strong personal brand that matters in a noisy digital world. Participants will walk away with practical information and learn how to become a voice people trust. Many of us are listening, engaging, connecting, and participating online through social media channels. But are you processing the information gained and using it to develop real-world relationships?

Join the Milwaukee Chapter of the American Marketing Association and Hajj E. Flemings, founder of Brand Camp University, and get tips to help define your personal brand and leverage your off-line relationships. In addition to a great lunch and opportunity to network, you will gain insight from a noted author and educator and learn how to...

- INTEGRATE** your passion into your personal brand
- POSITION** and balance your brand in corporate culture
- RE-THINK** your corporate job as a proving ground
- MANAGE** your online brand reputation and build equity
- LEARN** to project your personal brand off-line
- BUILD** a strong personal network before you need it

A strong personal brand can help ignite the growth of your business and inspire your personal life. Register now to ensure you are armed with tactics to grow your personal and professional identity and help ensure you stand out from the crowd.

ABOUT THE SPEAKER:
Hajj E. Flemings is the founder of Brand Camp University and author of *The Brand YU Life: Re-thinking Who You Are through Personal Brand Management*, one of Fast Company Magazine's 2008 Readers' Choice Business Books of the year. He is also one of the authors featured in *Age of Conversation 3*, a collaborative book that brought together over 200 of the world's best marketing, social media and brand thinkers. Flemings is a former collegiate athlete turned adjunct lecturer at his alma mater, Michigan Technological University, where he wrote the personal branding curriculum. He has been featured on ESPN.com, BusinessWeek.com, BlackEnterprise.com, various blogs and speaks across the nation. His clients include NFL athletes, Walt Disney, Ford Motor Company, Skechers Footwear, U.S. Department of Defense (Telecom Division) and numerous U.S. colleges and universities.

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 American Marketing Association-Milwaukee Chapter



PLEASE REGISTER ME FOR THE MARCH 16TH AMA LUNCHEON.
Please complete one form per attendee and mail with check payable to American Marketing Association to: AMA, P.O. Box 13036, Milwaukee, WI 53213 or register online at www.AMAMilwaukee.org.

Name: _____

Title: _____

Company: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ E-mail: _____

Check one: ☐ AMA Member (\$25) ☐ Guest (\$45) ☐ Student or In Transition (\$20)

Member rate available only to current members in good standing. Student ID is required during on-site registration.