



Personal Branding and Marketing Yourself **Career Workshop for Young Professionals**

WHEN: March 16, 2017, 8:00 – 11:30 AM

COST: \$395 per participant (including copy of 'Personal Branding and Marketing Yourself' book)

WHERE: Rita B. Allen Associates, 460 Totten Pond Rd, Suite 110, Waltham, MA

- How readily do you know your value add?
- Can you define your personal brand?
- How easily can you articulate that brand?
- Do you actively work on enhancing your brand?

Whether we are seeking a new position, changing roles within an organization or taking charge of our career planning, identifying and marketing our personal brand is essential for managing and sustaining a successful career. Empower yourself by knowing what you have to offer, what you want and how to ask for it. This half day interactive workshop will provide you with effective tools and resources to enable you to begin the process of ***defining and marketing your personal brand***.

Learn *The 3 Ps Marketing Technique as a Guide to Career Empowerment*:

1. **Preparation** – conducting your due diligence
2. **Packaging** – creating your portfolio
3. **Presentation** – delivering your message

Please Register by March 9, 2017 – Limited Seating Available

Rita Balian Allen is a national career management firm specializing in executive coaching, leadership development, management training and career development. She is a lecturer at Boston-area universities, a sought-after speaker and presenter, the author of numerous articles, blogs and the book, "Personal Branding and Marketing Yourself: The Three Ps Marketing Technique as a Guide to Career Empowerment". She is a regular Huffington Post blogger and writes a career management column for Leadership & Management Books. Rita was voted one of the top ten executive coaches by the Boston Women's Business Journal and has worked with leaders across all industries and professions