

How do others see you?



Building Your Personal Brand Using LinkedIn

In today's working world, your professional online brand is key. Personal branding is not about sales or spin. Personal branding includes your professional reputation, online image and personal characteristics such as your work style, community engagement and worldview. It incorporates the particular skills, talents and areas of expertise you've cultivated. The best online identities are real, honest, and focus on what makes you unique and what you can offer.

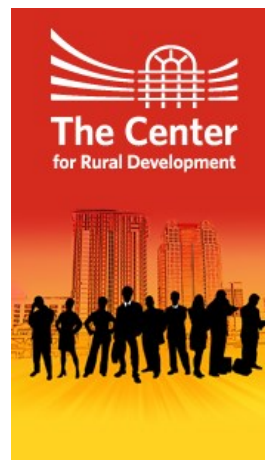
Attend this professional development opportunity and learn tips and tools that will help your profile stand out from the crowd, as well as strategies for engaging with other professionals, creating lasting networks, and finding employment opportunities.



Instructor

Elizabeth G. Burton
Director of Business Development
and Public Relations
The Center for Rural Development

Elizabeth Burton has over 20 years of experience in marketing and public relations for government agencies, nonprofit organizations and Fortune 500 companies. As part of the executive leadership team, she currently manages The Center's overall marketing and public relations strategies. Prior to joining The Center, Elizabeth was National Director of Sales Administration with Polycom where she created the first trademarked Grant Assistance Process in the telecommunications industry, and led the successful rebranding and launch of the grant assistance and E-rate programs. Elizabeth has delivered training programs across the U.S. focused on marketing strategies, social marketing, communications and public relations.



Training Location:
The Center for Rural
Development
2292 South Highway 27
(Stoplight 15)
Somerset, KY

Date:
July 17, 2014
9:00 a.m. – Noon

Cost:
\$19.95

Register Online

www.centertech.com

Email

ycol@centertech.com

Call

606-677-6000

