

Build your business by learning how to leverage your expertise

at

Marketing Yourself—

The Power of Marketing through Publishing, Presenting & Teaching

The Spring 2009 Professional Development Conference of the Rochester Professional Consultants Network (RPCN)

Friday, May 29, 7:30 a.m.–12:30 p.m.

at the E. Phillips Saunders College of Business at RIT, 105 Lomb Memorial Drive, Rochester, NY



Info-packed sessions featuring these innovative topics from noted area experts:

- “Marketing: An Overview,” with **Joe Groden**, owner, JG Consulting
- “Personal Branding in the Age of Social Media: A Review and Call to Action,” **Neil Hair, Ph.D.**, Marketing professor, RIT
 - “Marketing Yourself: The Power of Marketing through Publishing, Presenting and Teaching,” **Brad Van Auken**, president and founder of BrandForward, Inc. and author of *The Brand Management Checklist* and *Brand Aid*
- “Designing the Ideal Speaker Engagement: Creating ROI for You & the Audience,” **Jill Hurst-Wahl**, owner, Hurst Associates, Ltd.
- “Educating Your Clients as a Marketing Tool,” **Jim Payne**, VP/Mktg. & Community Svcs., Seniorsfirst Communities & Services
 - “Sharing Your Expertise using LinkedIn,” **Greg Taylor**, principal, Excelsior Search Partners & LinkedIn trainer
 - “Writing Your Way to New Business,” **Ruth E. Thaler-Carter**, freelance writer/editor

all for only:

RPCN members and RIT alumni	\$49/person
Non-members	\$59/person

• Last chance to register! •

Make checks payable to RPCN and send with the form below to RPCN, PO Box 18086, Rochester, NY 14618-0086, or go to our website, www.Rochesterconsultants.org, for secure online registration and payment.

Name: _____ Title: _____

Company name: _____

Address: _____ City/State/Zip _____

Phone: _____ E-mail: _____

Breakout sessions—please rank your preferences, with 1 as first choice (not binding):

___ Publishing/Writing ___ Speaking ___ Teaching

RPCN member? Yes No

RIT alum? Yes No

Amount enclosed: _____