



Personal Branding in a Digital World: Do You Matter?

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 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 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.

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

Also MARK YOUR CALENDAR:

April 15, 2010: Social Media & Market Research – A Panel Discussion

Plan to join us back at the Crowne Plaza Hotel in April along with special guests John Hink, Manager of Competitive Intelligence, Fiserv, Roger Phelps, President, Phelps Research Services and Brian Hutchinson, Supply Management Analyst, University of Wisconsin System.

When Tuesday, March 16, 2010 11:30 AM -1:00 PM

Where Crowne Plaza Hotel
10499 Innovation Drive, Wauwatosa, WI 53226

FEE **Personal Branding in a Digital World: Do You Matter?**

In Transition and Student	\$20.00
Member	\$25.00
Non Member	\$45.00

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RSVP Friday, March 12, 2010

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