



TCB PRESENTS: PERSONAL BRANDING

WHEN: TUESDAY, OCT. 24, 2017

6 pm networking / 6:30 pm Dinner / 7:30 pm Guest Speaker and AAP Meeting

MEET THE SPEAKER...

This month, the *Association of Administrative Professionals, Toronto Charter Branch* welcomes **Hollie Hoadley**. From an EA



to an owner of a six figure business, Hollie has moved up the corporate ladder by using her 'Real' personality and not taking no for an answer. She now leads a bright, happy team of creatives and delivers rock-solid strategies uniquely tailored to each client's goals.

She is a self-proclaimed hustler with a huge heart and a work ethic to match. Hollie's genius is in her laser-focused businesses solutions

served creative-side-up! Whether coaching clients or running workshops she brings the fun and truly cares about her client's success. Her talks are power-packed with tangible takeaways, all delivered in an engaging yet relatable style. And while she's on stage, she is bound to tell a couple of cheesy jokes and just might break into song!

Personal Branding - More Than a LinkedIn Profile: "Personal branding is the practice of people marketing themselves and their careers as brands. While previous self-help management techniques were about self-improvement, the personal-branding concept suggests instead that success comes from self-packaging." ~ Wikipedia

In today's workplace where the competition is fierce, how do you stand out and showcase your skills, your experience and your collective "self"? Let people see the real "You" in person and online. Be memorable, Be authentic, Be you!

RSVP BY OCTOBER 20:

Email Aldena Torres or text 416-903-7692

aap.toronto.vicepresident@gmail.com

GAIN POINTS!

This event qualifies toward your re-certification points.

YOU'LL LEARN:

- The importance of personal branding
- How to be memorable – in person and on-line
- How to use LinkedIn and other social media to showcase yourself
- How to be yourself – quirks and all! – and use them to your advantage

WHERE:

**Hot House Restaurant,
Library Room,
35 Church Street,
Toronto, ON M5E 1T3
(416-366-7800)**

PRICE:

**\$25 Members
\$30 Guests
(includes taxes & gratuities; alcoholic beverages at individual's cost)**

CANCELLATION POLICY: 48 HRS NOTICE REQUIRED FOR FULL REFUND; COST WILL BE INVOICED OTHERWISE