



Power Lunch Webinar

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Speaker:

Francie Palmer
Founder
Francie Palmer Consulting



“What’s Your Brand?”

“Your brand is what other people say about you when you’re not in the room.” - Jeff Bezos

Thursday, August 8

From your Desktop
Noon – 1:00 p.m.

Webinars can be watched live or after the webinar via recording. All registrants are provided with a link to the recording.

As communications professionals, we focus on pitching our agencies, promoting and elevating our organization’s brand. But what is the personal brand you’re putting out into the world?

What is the conversation others have about you when you’re not in the room?

Every day we do things that add-to or deplete from our personal brand equity. Our personal brand crosses over from our personal lives and back to the business world.

During this webinar you’ll discover ways to navigate this fine line between thought leader and self-promotion for an authentic voice and presence, representing the best possible you.

Whether you are a veteran professional, a recent graduate, new to the public sector, and especially if you devote any time mentoring others; this is a webinar you won’t want to miss.

Join veteran communicator Francie Palmer, retired City of Rancho Cucamonga Communications Manager and founder of Francie Palmer Consulting for this CAPIO webinar for tips, lessons-learned and tools to develop a personal brand strategy.

Prices

\$20 Member
\$35 Non-Member

Contact information:
info@capiro.org
or call 1-844-CAPIO55