



GOLDSRING
— CONSULTING —

Your Personal Brand

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What's Your Brand?

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“Your brand is what people say about you when you are not in the room.”

– Jeff Bezos,
CEO of Amazon



What's Your Brand?

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“Don't let others define who you are, you need to define who you are and what your brand represents.”

– Kevin Iwamoto

Why Should You Care?

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- Your behavior is visible instantly (and to a global audience) now - thanks to the Internet & social media.
- Today's employers look at how you play out your personal brand on social media; it's not just about your resume and peer recommendations anymore.
- Owning a successful brand can mean the difference between struggling to keep or applying for a job vs. having employers seek you out.



Planner Demographics

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- Data is from the U.S. Bureau of Labor Statistics
- Whether you work as a corporate planner or independent planner, your competition is not just other planners; technology today allows anyone to be a planner and set up shop.

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Occupational Employment and Wages, May 2015

13-1121 Meeting, Convention, and Event Planners*

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National estimates for this occupation: Employment estimate and mean wage estimates for this occupation:

Employment	Employment RSE	Mean hourly wage	Mean annual wage	Wage RSE
87,400	1.3 %	\$24.62	\$51,200	0.9 %

*U.S. Department of Labor statistics

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Occupational Employment and Wages, May 2015

13-1121 Meeting, Convention, and Event Planners*

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Percentile wage estimates for this occupation: Mean wage estimates for this occupation:

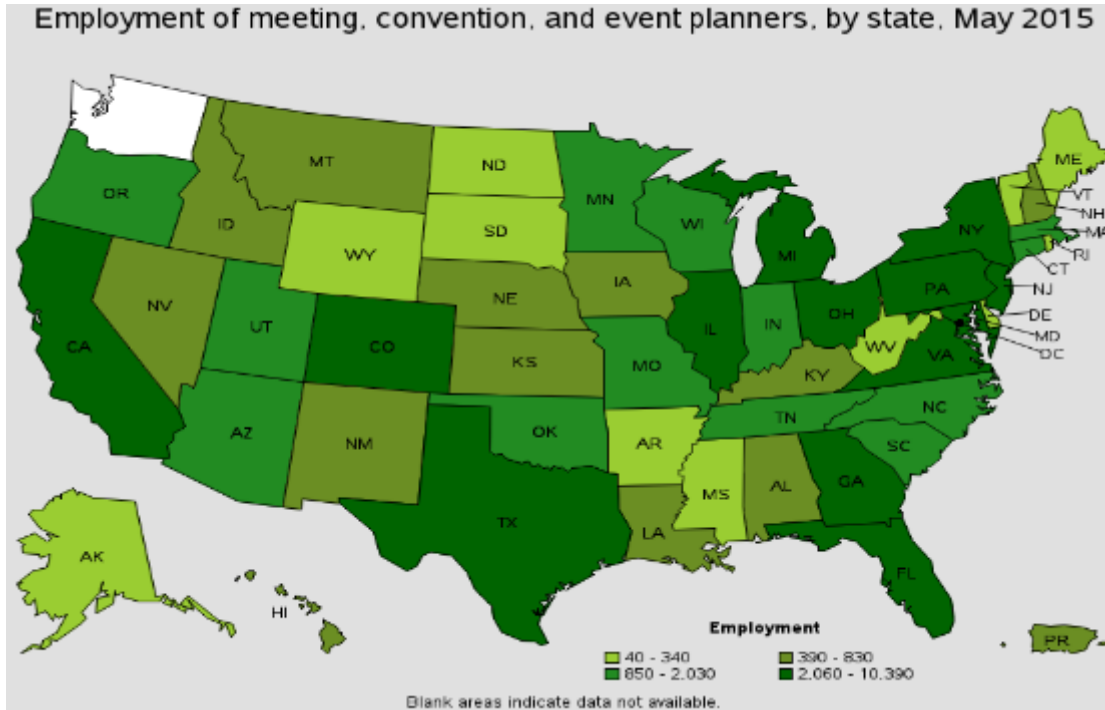
Percentile	10%	25%	50% (Median)	75%	90%
Hourly Wage	\$12.35	\$16.59	\$22.52	\$29.86	\$39.45
Annual Wage	\$25,680	\$34,510	\$46,840	\$62,110	\$82,050

*U.S. Department of Labor statistics

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Planner Locations by State*

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*U.S. Department of Labor statistics

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States with the highest employment level in this occupation*:

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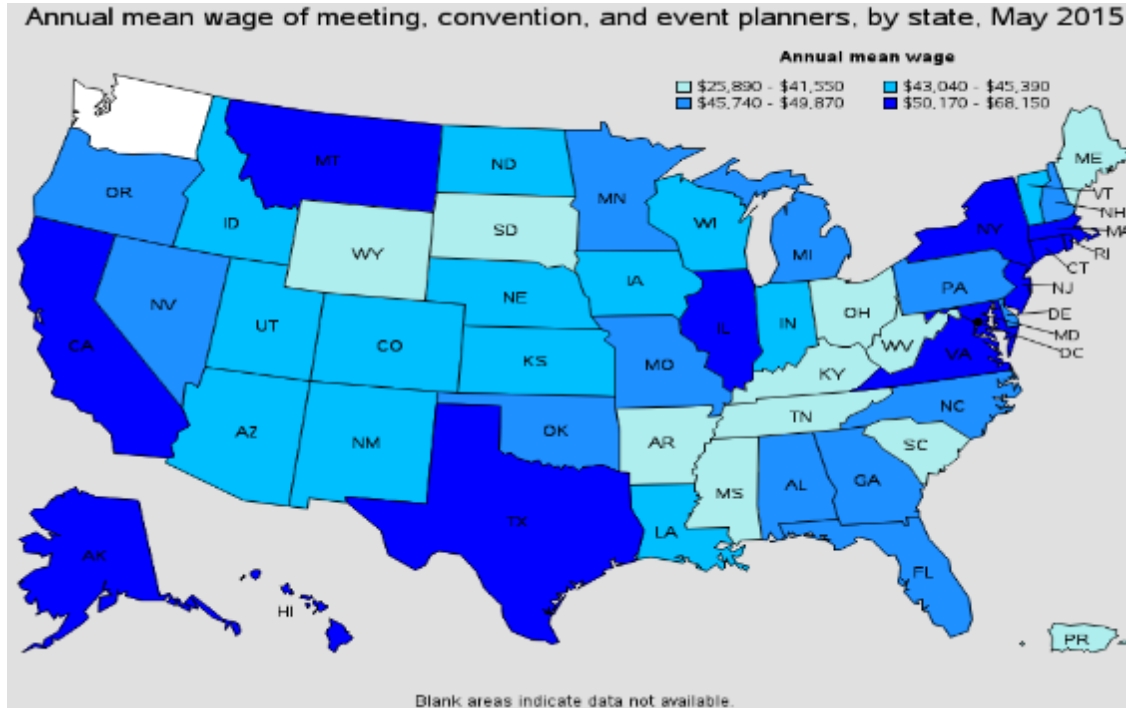
State	Employment	Employment per thousand jobs	Location quotient	Hourly mean wage	Annual mean wage
<u>California</u>	10,390	0.67	1.06	\$26.90	\$55,960
<u>New York</u>	9,300	1.03	1.63	\$28.86	\$60,030
<u>Texas</u>	6,460	0.56	0.88	\$24.43	\$50,820
<u>Florida</u>	5,950	0.75	1.18	\$21.99	\$45,740
<u>Virginia</u>	3,700	1.00	1.58	\$27.85	\$57,930

*U.S. Department of Labor statistics

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Planner Wages by State*

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*U.S. Department of Labor statistics

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Top paying states for this occupation*:

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State	Employment	Employment per thousand jobs	Location quotient	Hourly mean wage	Annual mean wage
<u>District of Columbia</u>	2,340	3.46	5.46	\$32.76	\$68,150
<u>Connecticut</u>	940	0.57	0.89	\$30.30	\$63,020
<u>Massachusetts</u>	2,030	0.60	0.94	\$29.26	\$60,860
<u>New York</u>	9,300	1.03	1.63	\$28.86	\$60,030
<u>New Jersey</u>	2,380	0.61	0.96	\$28.36	\$58,980

*U.S. Department of Labor statistics

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What Is Your Brand?

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“I believe that everybody has a brand, and no matter where you are in your career, you’re smart if you can recognize it, continuously develop it, articulate it to others and most importantly, live by it.

“Your personal brand is a powerful statement about who you are, your work ethic and how you get along with others. Your brand is just as important – if not more important – than your career achievements.”

– Kevin Iwamoto

What Is Your Brand?

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Your brand should be authentically based on who you are and what you represent.

or

If your brand is aspirational, then from that moment on everything you do and say needs to consistently reflect your brand.

Start With Your Vision Statement

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- Your brand will reflect your vision statement.
- Create a vision statement – a few concise, crystallized sentences that describe your core beliefs or ethics and demonstrate your commitment to practicing those values.
- Your vision statement forces you to be consistent in how you treat others, what you say on social media or to the press, even when making career decisions.



What Establishes Your Brand?

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- Authenticity
- Your word is your bond
- Treat people with respect
- Dress for success and your brand
- Be consistent – it takes a while to create and maintain your brand but, you can lose it overnight!

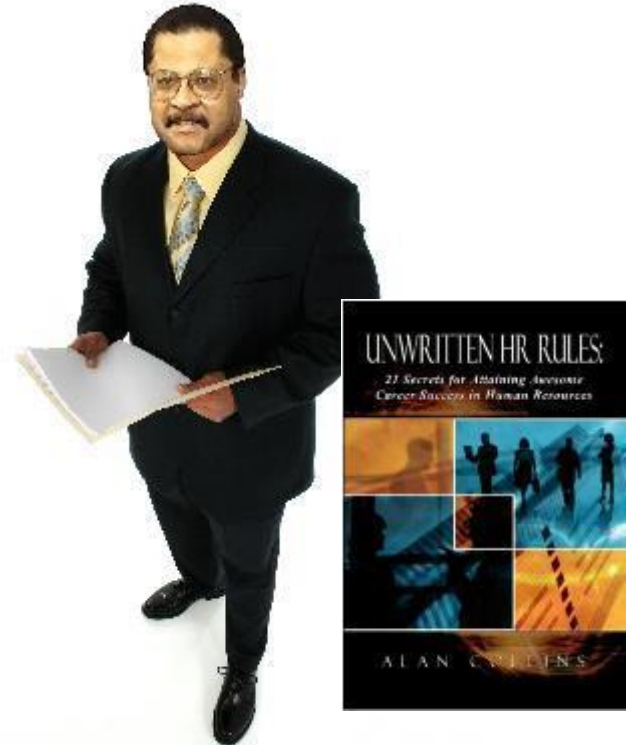
Networking - Step Out of Your Comfort Zone

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“Pulling a good network together takes effort, sincerity and time.”

– Alan Collins

Author of Unwritten HR Rules: 21 Secrets for Attaining Awesome Career Success in Human Resources



Networking - Step Out of Your Comfort Zone

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5 Networking Tips:

- Don't monopolize the conversation, networking is about give and take. Make it a two-way conversation. Listening is key.
- Be sensitive to others' culture, gender and lifestyle.

Read the book to learn more tips (<http://ow.ly/lirE3060oMB>)

Networking - Step Out of Your Comfort Zone

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- Keep it clean and above the line.
- Avoid debates. Avoid discussing politics, religion and controversial topics that could alienate people.
- Watch your alcohol intake.

Read the book to learn more tips (<http://ow.ly/lirE3060oMB>)

Social Media

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- There are lots of ways to participate:
 - Facebook, Twitter, LinkedIn, Snapchat, Instagram, YouTube, Pinterest, etc.
- Use Facebook, Twitter, and LinkedIn at minimum for professional brand exposure
 - LinkedIn: Join Groups & Communities



Social Media

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Personal

- Snapchat
- Instagram
- Pinterest
- Facebook
- YouTube
- Twitter

Professional

- LinkedIn (467M+)
- Twitter (500M+)
- Facebook (over 1.8B)
- YouTube

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Social Media Reminders

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- The internet and social media – it can work for you and against you – 24/7 & global
 - Do you post or share when you're tipsy or tired? Not a good idea. Have a clear mind before you post – and avoid unpleasant surprises later.
- Social media breaks barriers, starts careers and eliminated the glass ceiling.
- Social media keeps you and your brand relevant.



Social Media – Strength in Numbers!

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- Communities:
- Event Planning & Event Management - the 1st Group for Event Professionals
 - 355,248 members in LinkedIn
- i-Meet: <https://i-meet.com/> - this community has over 35K followers and members
- Learn the power of #s & followers!
 - #EventProfs
 - #MeetingProfs
 - #BizTravel



Social Media – Strength in Numbers!

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Top 5 Most Followed in Twitter (as of March 2017)

- | | | |
|----|---------------|------|
| 1. | Katy Perry | 96M+ |
| 2. | Justin Bieber | 92M+ |
| 3. | Barack Obama | 85M+ |
| 4. | Taylor Swift | 82M+ |
| 5. | Rihanna | 70M+ |



So where is Kim Kardashian???

Social Media – Strength in Numbers!

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Your social profile, brand and net value are quantifiable –

Kim Kardashian in Twitter

@KimKardashian Twitter Stats Overview

- Followers: 50,419,208M
- Worldwide rank: 13
- Tweets: 22,736

- Daily average: +14,008 followers, + 7 tweets



Social Media Summary Guidelines

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- Post judiciously and always with your brand considerations in mind.
- Be consistent and regular in content posting.
- Build an audience and followers.
- Use hashtags (#) – they represent a lot of special-interest group members!

Read the book to learn more tips (<http://ow.ly/lirE3060oMB>)

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Continuing Education—You're Worth It!

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“Let us never be betrayed into saying we have finished our education; because that would mean we had stopped **growing.**”

– Julia H. Gulliver



Continuing Education—You're Worth It!

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- Accreditation builds your brand integrity
 - Be strategic in selecting your accreditation based on your brand and career aspirations (i.e. CMP or CMM). Go big consider cross industry certifications like Six Sigma.
- It's a personal career investment.
- Check out employers' subsidies for continuing ed.
- Most associations (MPI, PCMA, GBTA & local chapters have scholarships that are funded but under utilized.

Leadership

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“Leadership is not about titles, positions or flowcharts. It is about one life influencing another.”

– John C. Maxwell

“Before you are a leader, success is all about growing yourself. When you become a leader, ***success is all about growing others.***”

– Jack Welch, retired GE CEO

Leadership

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Great leaders:

- Are not bullies.
- Walk the talk.
- Are approachable from any level.
- Are passionate and authentic.
- Are not afraid to surround themselves with people who are smarter and talented.
- Are truthful and demonstrate integrity.

Leadership

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- You can be a leader no matter what level you are!
- Volunteer for leadership experience via association involvement at the national or local chapter levels.
 - Lead a committee
 - Run for office

Be Committed to Your Brand...

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- Be consistent—you're reputation is at stake!
- Be authentic—capitalize on your own appeal!
- Be patient—building a brand is a work in progress and commitment!

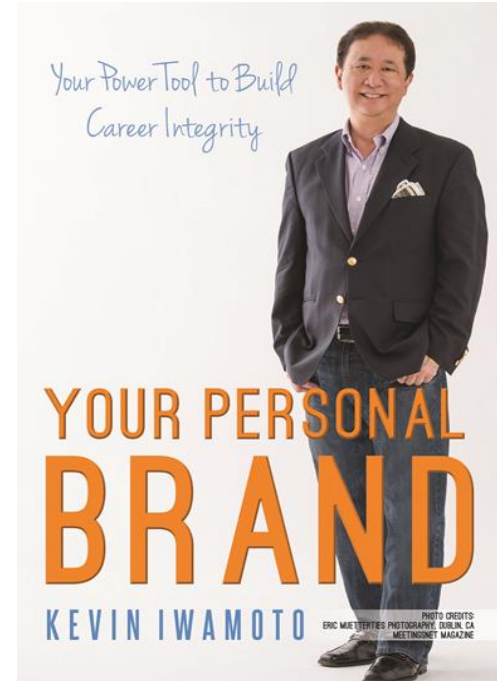
In Closing...

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“If you are going to spend so much time and energy investing in your job, you need to spend some time investing in yourself.”

- Kevin Iwamoto

- Amazon: <http://ow.ly/lirE3060oMB>
- Kindle: <http://ow.ly/oeer306PkmK>



Quick Takeaways

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- Spend at least 10-15 minutes on social media daily – be authentic, consistent and thoughtful in posting anything on-line; use Hootsuite (<https://hootsuite.com/create-free-account>)
- Your brand is quantifiable – exploit the data!
- Keep your LinkedIn profile current
- Keep your resumes, CVs, PR photos & bios current
- Read industry trade publications, job postings, etc. – Stay current!
- Put yourself out there!

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Stay Connected With Me!

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