

Connect. Refresh. Ignite.

Chapter Annual Meeting - Wednesday October 13, 2021

Panelists:

Jen Salerno, CMP, DES www.linkedin.com/in/jtsalerno Email: jtsalerno@gmail.com

Owner of JTS Connect – providing live and virtual event host/emcee, moderation and facilitation services. Host of “The Room Block Podcast” where hospitality and event profession meet to discuss a variety of topics relevant to our industry.

Colleen Brzozowski, CIS, CIP www.linkedin.com/in/colleenbrzozowski Email: colleen.brzozowski@gmail.com

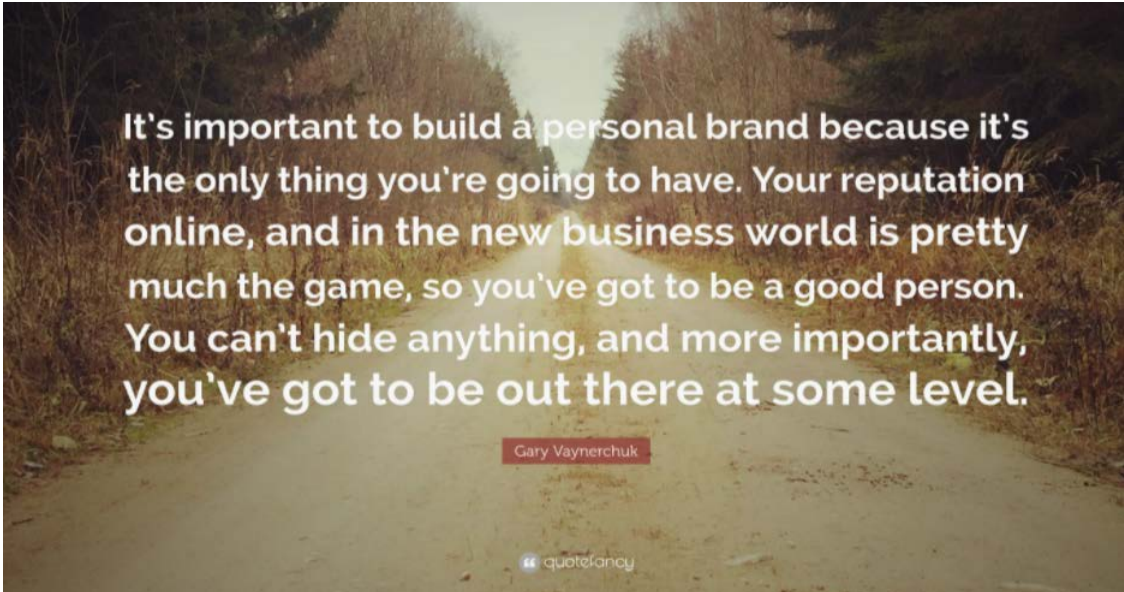
Hospitality and Destination Sales Specialist with experience in global sales for hotels, resorts and DMCs. Champion for industry association volunteerism. LinkedIn trainer and consultant. #OpenToWork

Julie Ichiba www.linkedin.com/in/julie-ichiba-3308aa14 Email: julesich@yahoo.com

Skilled in business development, team management and leadership, client relationship management, sales, trade show management and association work. #OpenToWork

Randi Romanek www.linkedin.com/in/Randi-romanek-7180597 Email: romaneks@sbcglobal.net

Senior Recruiter at PharmaCann. Experienced in non-profit organizations, event planning, strategic planning, event management, corporate relations, and sales.



It's important to build a personal brand because it's the only thing you're going to have. Your reputation online, and in the new business world is pretty much the game, so you've got to be a good person. You can't hide anything, and more importantly, you've got to be out there at some level.

Gary Vaynerchuk

KEY TAKEAWAYS:

Me, Myself & I - How to develop a personal brand

- The pandemic forced us to re-evaluate what we want/need more/less of.
- Does what I do fit into the life I want to live? If not, what do I need to do?
- You are more than the title on your business card - what do you bring to the table?
- Share how your experience can help your company/network.
- What's your reputation? This applies to organizations as well as individuals.

Mindset - How to set yourself up mentally to succeed

- Failure can lead to discoveries, opportunities, and even greater success.
- What you could gain vs. what you could lose?
- Talk about mental health and well-being with team members & superiors.
- What do you need to do on a daily, weekly, or monthly basis to thrive?
- Have awareness of your boundaries and use them to reach your goals.

Movement - How to do what it takes to get where you want

- Networking is a two-way street. Be genuine, authentic, and reciprocal.
- LinkedIn is the new business card. What does your profile say about you?
- The job search is about two parties interviewing each other to find the right fit.
- Interviewing has changed. Be prepared for different scenarios.
- Industry association involvement is a great way to stay engaged and learn new skills.

"Branding is what people say about you when **you are not in the room."**

- Jeff Bezos, founder and CEO of Amazon.com.

"Personal branding is not about you. It's about putting your stamp on the value you deliver to others."

- William Arruda, Personal Branding Guru

"Personal branding is about promoting what is true and unique about you and letting everyone know about it."

Rachel Quilty - BrandYourselfBlueprint.com