

# Personal Branding: What is Yours?

Join us for a **FREE!** Webinar on February 16

**REGISTER NOW**

**Space is limited.**

Reserve your free Webinar seat now at:

<https://www1.gotomeeting.com/register/436967105>



What do you, Stephen Harper, and Barack Obama have in common?

All three have a personal brand. In a competitive market – where work can be done anywhere, anytime – learn how your personal brand is the foundation for success. Participants will learn:

- 5 Major shifts in the marketplace and their impact on your professional future
- What your personal brand is, and why it matters more than ever (hint: it's not about selling yourself)
- How to use tools such as LinkedIn, twitter & facebook to your advantage
- The importance of developing and nurturing your relationships for long term success

The Catalyst Institute is pleased to welcome career coach speaker Alan Kearns: CareerJoy founder and President ([www.careerjoy.com](http://www.careerjoy.com)), Workopolis career expert, Chapters/Indigo Trusted Advisor and author of Get the Right Job Right Now! A leading North American authority on career management issues, for over 20 years Allan has helped people from all over navigate a wide variety of career-related issues.

**Title:** *Personal Branding: What is Yours?*

**Date:** Wednesday, February 16, 2011

**Time:** 12:30 PM - 1:30 PM EST

After registering you will receive a confirmation email containing information about joining the Webinar.

**System Requirements**

PC-based attendees

Required: Windows® 7, Vista, XP or 2003 Server

Macintosh®-based attendees

Required: Mac OS® X 10.4.11 (Tiger®) or newer