

TAKE CONTROL OF YOUR PERSONAL BRAND



Are you maximising the best business tool you already have – your personal image and brand?

Creating and communicating a winning personal brand will enable you to build greater career or personal success. In this half day interactive and inspiring seminar you will identify how to uncover your personal brand to stand out in the crowd, make a lasting first impression and communicate your brand message.

Sue Currie your seminar presenter is the director of Shine Communications Consultancy an executive development training company providing successful solutions to corporate and independent professionals on boosting and enhancing image and brand.

Sue lives by her brand...she 'shines'! Great practical, positive suggestions delivered with pizzazz – all achievable goals which is important. Optus

An engaging and informative presenter, Sue has helped our firm build on our professional image and personal skills. Thank you. Spry Roughley Accountants.

We felt that you delivered a program that was engaging, informative and met both the needs of our business and our graduates. One graduate suggested it was the highlight of the week long induction. Fujii Xerox Australia.

YOU WILL LEARN STRATEGIES TO HELP YOU SHINE:

- ★ First impression management
- ★ Aligning personal and professional values and brand
- ★ Developing your signature statement
- ★ Business is personal – creating a positive perception
- ★ Attitude & appearance – revealing the inner you through the outer
- ★ What to wear to project a professional, corporate image
- ★ Grooming and personal presentation
- ★ The business of personal public relations – what's the benefit to you?
- ★ Communicate your personal brand message
- ★ Develop your personal brand plan

WHO WOULD BENEFIT FROM THIS HALF-DAY SEMINAR?

Ideal for managers, executives, small business entrepreneurs, entertainers, authors or anyone who wants to increase their image impact for greater personal or career success.



The seminar will be held at Bureaux, Level 3, 50 York Street, Sydney from 9.30am until 1.00pm on Wednesday, 26 March 2008.

A comprehensive workbook, plus a copy of Sue's book Apprentice to Business ACE will be included.

REGISTRATION

TAX INVOICE Sue Currie Communications Pty Ltd t/a Shine Communications Consultancy ABN 73 090 122 222

Cost: \$275 (inc GST)

Early bird before Mar 5: \$225 (inc GST)

To register please complete details and fax registration form to (02) 9555 6962

Alternatively, post cheque to Shine Communications Consultancy, PO Box 365 Rozelle NSW 2039. Further enquiries or EFT details tel: (02) 9555 6952 or email: shine@shinecomms.com.au.

Name: _____ Company Name: _____

Address: _____ Phone _____

Email: _____ Mobile: _____

Paying by Cheque EFT transfer: email shine@shinecomms.com.au for details

Credit card Visa MasterCard

Card no Expiry date /

Name on card _____

Signature _____

Today's date _____

