CFAES Office of Equity and Inclusion
Gender Initiative Symposium

Keys for Success: Maximizing Your Personal Brand
Presented by: Kathryn Lowell, CEO Image Matters

Thursday, March 30, 2017
8:00 am – 2:30 pm
Nationwide and Ohio Farm Bureau 4-H Center, Bob Evan’s Memorial Auditorium
Shisler Conference Center, Conference Hall

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<th>Time</th>
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<td>8:00 am</td>
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| 8:30 am | Welcome and Introduction
Dr. Sandy Velleman and Dr. Kathy Lechman                                           |
| 8:40 am | Overview
Dr. Terry Niblack, Acting Senior Associate Dean                                    |
| 9:00 am | What is Your Personal Brand?
Kathryn Lowell                                                                         |
| 10:00 am | Break                                                                               |
| 10:15 am | Maximizing Your Personal Brand
Kathryn Lowell                                                                         |
| 12:00 pm | Lunch and Roundtable Discussions
Participants will discuss keywords and qualities needed to develop and maximize a personal brand |
| 1:15 pm | Summation of Roundtable discussions
The Importance of Emotional IQ and Capnote
Kathryn Lowell                                                                         |
| 2:15 pm | Closing                                                                             |
| 2:30 pm | Adjourn                                                                             |