



## Are You the Face of Your Business? Personal Branding

A strong, respected and authentic personal brand is critical to your professional success. You will need to deal with changing customer expectations in the COVID-19 environment.

Today, more than ever, business professionals need to understand the importance of having a personal brand that is real and uniquely their own. During this one-hour webinar, hosted by the SC SBDC, attendees will learn:

- **What Is Personal Branding?**
- **How to Manage Personal Branding?**
- **How to Live Personal Branding?**

Time will be allotted for Q&A.

**Presenter:**

Paul Rogoski, Senior Consultant with the Satori Group, Ltd., has more than 30 years of experience in public and media relations, business-to-business marketing, employee communications, mergers, acquisitions and divestitures, industry relations, corporate social responsibility, and government affairs.



**DATE: Wednesday, September 23, 2020**  
**TIME: 1 pm**  
**FORMAT: Zoom Meeting**

[\*\*REGISTER HERE\*\*](#)

Funding provided by the CARES Act.

