



presents

BUILDING YOUR BRAND

A Three Part Series

SESSION 1

Thursday, May 5, 2011

5:45 pm - 8:00 pm

SESSION 2

Wednesday, June 1, 2011

5:45 pm - 8:00 pm

SESSION 3

Monday, June 20, 2011

5:45 pm - 8:00 pm

**Beth Israel Medical Center
Phillips Ambulatory Care Center**

10 Union Square East
2nd floor Auditorium
New York, NY 10003

SERIES OVERVIEW:

Seth Godin, Marketing Guru, explains *“We either ignore your brand or we judge it, usually with too little information. And when we judge it, we judge it based on the actions of the loudest, meanest, most selfish member of your tribe.”*

All of us have corporate and personal brands that we live up to, and it's important that we know how to communicate what we represent effectively and to the right people. The New York Association for Ambulatory Care (NYAAC) invites Human Resources, Ambulatory Care and other Healthcare Professionals to join us for a 3-Part Series on social networking in healthcare from the employee, job seeker, employer and human resources perspectives. Our speakers will provide you with insight and expertise on how to represent yourself appropriately in today's competitive job market.

Attracting the right talent to represent your organizational brand is vital in expressing your company's corporate image. With clear generational gaps in the workforce, providers are faced with new challenges associated with integrating the new Millennials into their current business model. Increased competition in an evolving job market has resulted in individuals spending more time developing unique and distinctive personal brands.

In this series, we will reveal what high level executives look for, “The WOW factor” of how to set yourself apart from the rest of the workforce. Also, we will share strategies of how to partner within your own company for advancement. Our presenters will delve into Social Networking and how it has changed the way we connect with people professionally and personally. Many healthcare organizations have already implemented these social media tools into their everyday work. We will teach you how to begin using everything from Facebook to Linked-In to Twitter. You will gain understanding of the importance of networking and how you can enhance your brand personally and professionally.

SESSION 1- Thursday, May 5th, 2011

Organizational Strategies

“The people you hire are a direct reflection of your organizational brand.”

- How to attract top talent that will represent your corporate image
- Developing your organizational brand through the staff you hire
- Methods and strategies for recruiting in 2011
- Venues for presenting your image and attracting the the best new talent
- Working with the Generation Gap in the workplace for: Baby Boomers, Generation X, and the Millennials

SPEAKERS:

Mark Dumoff

CEO, DocInsight

Co-Founder & President, Healing Spaces

Terri Klass

Leadership Skills Consultant

MBA Founder, Terri Klass Consulting

Katie Brisley-Logue, PHR

Senior Human Resources Manager

YAI Network

SESSION 2 - Wednesday, June 1st, 2011

Personal Branding

“The key to success lies within yourself.”

- How to develop a personal brand and represent yourself appropriately in today's increasing job market
- The importance of networking to present your personal brand
- Working with recruiters and executive search firms

