

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

8:00 am	Registration and Refreshments
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	<i>What is Your Personal Brand?</i> Kathryn Lowell
10:00 am	Break
10:15 am	<i>Maximizing Your Personal Brand</i> 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 <i>The Importance of Emotional IQ</i> and Capnote Kathryn Lowell
2:15 pm	Closing
2:30 pm	Adjourn



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

equityandinclusion.cfaes.ohio-state.edu/gender-initiatives

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