

# The Power of You:

## Building your Personal Brand

Brands and our interactions with them are powerful. A delightful brand experience brings us back, clamoring for more, while a dismal encounter leaves us searching for something superior. It's the secret of marketers everywhere.

Have you ever thought about your personal brand? What do people think of you when your name is mentioned? When you are considered for that next project, for an award, or a future promotion? If you wish to get a handle on evaluating and building your personal brand, then this is a presentation that you cannot afford to miss.

Define and build your personal brand—then watch your individual and professional growth flourish. What is your personal brand? How would you describe it? Does it stand out? And what does it say to those around you?

It's time to get proactive so your brand doesn't take on a life of its own.

- Learn how you can cultivate and construct your personal brand to elevate yourself to the next level.
- Determine where you are today, where you want to go, and create a blueprint to get there.
- Gain new ideas for creating a personal brand of distinction.
- Receive a personal strategy map tool to help you become the architect of your future.

**Date:** Wednesday, April 19, 2017

**Time:** 5:00-5:30 Networking/Cocktails  
5:30-6:00 Dinner  
6:00-7:00 Speaker  
7:00-8:00 Networking Event

**Location:** The Roxy Supper Club (571 N. Main St. Oshkosh, WI )

**Speaker:** Diane Roundy (Schenck)

**Register:** <http://www.eventbrite.com/e/april-2017-winnebagoland-ima-meeting-tickets-26793245318>



## Diane Roundy

As a Director of Growth and Business Development and Green Bay Packer Board member, Diane Roundy knows the importance of branding oneself and helps many within her profession and within the community do just that. She serves as Director of Growth and Business Development for Schenck, an accounting and auditing firm with 600 team members located in Wisconsin. Diane holds an MBA from the University of Wisconsin-Oshkosh and an undergraduate degree in Business and Communication from UW-Stevens Point. She serves on the Green Bay Packers, Denmark State Bank, and Girl Scouts Board of Directors. Diane most recently served as co-chair of the Imagine the Future Campaign where a team raised \$1 million in one year for The Women's Fund of Greater Green Bay. Past awards include: UW Oshkosh Outstanding Alumni Award, Who You Should Know Award, Wisconsin State FBLA Business Person of the Year Award, Athena Award, and Silver Medal Award. She served as past presidents of Management Women, The Women's Fund, Green Bay Advertising Federation, De Pere Business Association and the Green Bay Area Chamber Ambassadors.

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