



# Developing a Personal Brand

BRANDING IS ROOTED IN AUTHENTICITY. That means you need to know yourself – really know yourself – before you can start building your brand. This is NOT the brand of the company you represent, but your personal image, and “brand” that speaks for the organization.

**This training will provide misconceptions of personal branding and key concepts on how to:**

- CLEARLY COMMUNICATE YOUR PASSIONS
- FIGURE OUT YOUR SUPERPOWERS
- DETERMINE YOUR PERSONAL VALUES

**Guest Speaker:**

**Vicki Morris, Face to Face Marketing**, is a graduate of Georgia State University in Atlanta, GA, where she received a Bachelor’s degree in Marketing. After graduation, Vicki obtained a position with Nortel Networks as a Systems Application Engineer. While at Nortel Networks, Ms. Morris held several positions to include Marketing Communications Specialist, System Pricing Specialist and Human Resources Clerk.

Vicki currently manages the professional networking group **RISE**, Regional Innovators Sustaining the Ecosystem, formerly known as **HOT Coffee**. She was also named 2015 Ambassador of the year for the Madison Chamber of Commerce. Vicki is a natural at developing opportunities to get her clients in the forefront, and help them get their message to their target audience. To that end, she was invited to be an Emissary for the Huntsville / Madison County Chamber of Commerce; and was appointed to be the co-Director of the Women In Business Alliance, and speaker coordinator for the Business to Business Alliance in the Tennessee Valley Business Network. Vicki’s clients include non-profit organizations, advanced technology corporations, and other business service companies. She has developed excellent working relationships with commercial and civic organizations in the greater Huntsville area to include Madison, Decatur, and Athens.

**Date:**

**Wednesday, October 10, 2018**

**Time:**

**9:00 am - 11:00 am**

**Location:**

**Huntsville Madison County Chamber  
225 Church Street, NW  
Huntsville, AL 35801  
<http://hsvchamber.org/>**

**Information / Registration at:**

**<http://www.uah.edu/sbdc/events>**

**or contact**

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