



BRANDING YOUR CAREER SERVICES DEPARTMENT

September, 28, 2017 :: 1:00 - 2:15 p.m. EDT

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Branding is your job. Arguably, your most important job.
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OVERVIEW

Learn to use an intentional branding effort to effectively communicate the creative and effective work of your career services office. During this training you will hear how the University of Miami's Toppel Career Center successfully branded themselves and will take away five strategies for developing and articulating your own brand. Through effective branding, you can increase your office's visibility, relevance, and even resources.

HIGHLIGHTING THE TOPPEL CAREER CENTER AT THE UNIVERSITY OF MIAMI

As a result of the center's branding efforts, two-thirds of the undergraduate population engages with the Toppel Career Center. At the University, the name "Toppel" is recognized campus-wide as the place to go for career guidance and support. Learn how to gain the same recognition for your career center.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/webcast/branding-your-career-services-department



WHO SHOULD ATTEND

This program is designed for career services departments that have begun to think differently about their role but are struggling to effectively communicate their work. You will leave with strategies and ideas for gaining recognition on campus for your great work. This may include professionals from:

- Career services
- Marketing
- Enrollment management

LEARNING OUTCOME

After participating in this online training, you will be able to brand your career services department in ways that can increase visibility, relevance, and funding.

CONTACT US FOR MORE INFORMATION

Contact Elizabeth Hubbell, Program Manager at elizabeth@academicimpressions.com or 720-988-1218 if you'd like additional information about the program.



AGENDA

Thursday, September, 28, 2017 :: 1:00 - 2:15 p.m. EDT

- ➔ **Showing the Impact of Successful Branding: The Toppel Career Center**
- ➔ **Five Things to Develop Your Branding Strategy**
 - Creating “buzz” about your department on campus
 - Using social media to engage your campus and potential employers
 - Broadening your use of data
 - Building strategic internal partnerships
 - Building strategic external partnerships
- ➔ **Assessing Your Outcomes**

INSTRUCTOR

Christian Garcia, Associate Dean & Executive Director, Toppel Career Center, University of Miami

Christian Garcia is a higher education professional with 20 years of experience. He currently serves as the Associate Dean and Executive Director of the Toppel Career Center, where he is responsible for the management and strategic direction of one of the country’s most innovative and dynamic career centers. Through Christian’s leadership, the Center opened the doors to its brand new, state-of-the-art facility, which has helped to transform career services at the University. Prior to his current role, Christian served as Associate Director of Employer Relations at Toppel, responsible for creating and maintaining relationships with employers representing a wide range of industries.

In 2016, Christian was named Mentor of the Year by the National Association of Colleges and Employers (NACE). He has been awarded the Fulbright International Education Administrators (IEA) fellowship in Germany and also served on the Board of Directors for NACE. He is currently serving as a faculty member for NACE’s Management Leadership Institute (MLI), where he teaches new and aspiring career center directors the importance of marketing and branding. An avid user of social media, Christian believes in the power of online social networking in helping connect career centers with students and other important stakeholders. Christian has presented on social media and other many other career-related topics at various professional conferences.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING & REGISTRATION (CIRCLE ONE)

BEST VALUE	LIVE WEBCAST	WEBCAST RECORDING	WITH AI PRO MEMBERSHIP
Live Webcast + Digital Recording	Live Webcast (Additional connection \$195 each)	Digital Recording	Get this Webcast FREE with your AI Pro membership Learn More
\$525	\$350	\$350	FREE

EARLY BIRD PRICING

Postmarked on or before September 21, 2017. After September 21, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

PAYMENT METHOD:

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

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