



## ISPI-LA Presents on Saturday, September 18<sup>th</sup>...



### **Leveraging Social Media for Personal Branding Beverly Macy, Gravity Summit & Managing Partner of Y&M Partners**

Social media has magnified the importance around a certain type of brand – the brand called YOU! Whether you like it or not, you have a personal brand. How can you turn your personal brand into a powerful real time marketing tool? Be a source for attracting and retaining clients real-time to generate sustainable, profitable growth? Improve your perceived value in the marketplace?

Macy, an early adopter of social media, shares her insights and expertise on how YOU can leverage social media to build and manage your personal brand strategically, consistently and effectively.

- Define and establish your personal brand
- Effectively communicate your personal brand using LinkedIn, Facebook, Twitter and Blogs
- Avoid common branding mistakes

#### **ABOUT MACY**

Macy is the CEO of Gravity Summit and Managing Partner of Y&M Partners, a strategic advisory firm located in Beverly Hills, CA, as well as an Honored Instructor, with UCLA Business and Management Extension Program and lecturer at USC.

Recently, Macy and co-author, Teri Thompson, announced their upcoming book, "The Power of Real-Time Marketing," featuring real world social media studies at major corporations.



### **Unleash the Full Potential of Teams Susan Gerke, Gerke Consulting & Development**

Are you forming a new team? Experiencing a breakdown in team communication? Looking for new ways to run more effective team meetings? Need to build team trust? Looking for a new tool for your clients?

Whatever your situation, join us as Gerke introduces us to GO Team, training delivered via a series of short modules – simple, flexible, and bite-size!

In addition to learning more about the GO Team training approach, experience the "Building Team Trust" training module, which provides tools to:

- Create a team's "trust model"
- Identify the behaviors that can kill or enhance trust
- Gain an understanding of what trust looks like
- Complete action plans to increase team trust

#### **ABOUT GERKE**

Since 1989, Gerke has been designing, customizing and implementing leadership and teamwork programs in a variety of companies and industries. She is also a faculty member at Brandman University and an Affiliated Consultant at the Volunteer Center of Orange County. In addition, Gerke, recently co-authored the groundbreaking GO Team training series – providing the tools to form, build and maintain high-performing teams.

<b>Event Details</b>	<b>SCHEDULE:</b>	Registration begins at 8:30am Program: 9am to 12:30pm Lunch: 12:30pm-1:30pm (included with program)
	<b>LOCATION:</b>	<b>American Honda Motor Co., Inc. 700 Van Ness Avenue Torrance, CA 90501</b>
	<b>COST:</b>	<b>FREE</b> to ISPI-LA Members and joint LA/OC-ISPI members <b>\$25.00</b> reduced rate for ASTD-LA, ASTD-OC, & ISPI-OC members <b>\$35.00 (non-member price)</b>

Visit [www.ispila.org](http://www.ispila.org) for more information and to register for this exceptional event!