

Making Me MARKETABLE

09.22.23 | #MMMZOU | CREATE YOUR PERSONAL BRAND

Welcome to the 24th annual Making Me Marketable conference

Business Professional Dress required. Please refer to the **MU Engage** app for specific requirements regarding Edge points for Making Me Marketable 2023. Attendees can earn 40 Edge Points for attending the full conference and submitting a reflection (no partial points will be given).

TIME	ACTIVITY
7:30AM- 12:00PM	Relaxation Station networking N214DE Business Panelists and Students
8:00AM - 8:30AM	Check in - 2nd Floor North Lounge
8:30AM – 9:10AM	Conference Kick-Off - N201 ABC Welcome from Lauren Brengarth Remarks from Chair Shaoming Zou Keynote Address from Eric Willis
9:20AM – 10:00AM	Skill-Building Workshops Dare to Fail - N204 Maximize your Strengths- N214A Discover the Possibilities- N214B Build Your Personal Marketing Plan - N214C
10:20AM – 11:00AM	Skill-Building Workshops Working Smarter - N204 Make the Transition - N214A Land an Awesome Internship - N214B Stand Out from the Crowd - N214C
11:20AM – 12:00PM	Skill-Building Workshops Career Fair 101 -N204 Rock Your Digital Brand - N214A Lead with Strength – Women in Business N214B Imagine a Successful, Enjoyable Career - N214C
12:00PM – 1:00PM	Conference Wrap Up - N201 ABC Keynote Address from Alaina Meekins-Kent

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SKILL - BUILDING WORKSHOPS

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TIME	N214C	N214B	N214A	N204
9:20AM – 10:00AM Sessions A	Build	Discover	Maximize	Dare to Fail
10:20AM – 11:00AM Sessions B	Stand Out	Land	Make	Working Smarter
11:20AM – 12:00PM Sessions C	Imagine	Lead	Rock	Career Fair 101

SKILL-BUILDING SESSIONS

Build Your Personal Marketing Plan: Design your personal brand to help you launch your professional career! Utilize business skills learned in class to market and position yourself. Create your own personal SWOT and learn to identify collaborators.

Career Fair 101: The Career Fair is coming up. How should you prepare, and what should you do to secure your dream job?

Dare to Fail: How can you embrace failure as an opportunity to build your career path and find success?

Discover the Possibilities: Considering a position in sales and curious about career paths? Learn more about this fast-paced and growing field from industry experts, who will share their experience and provide real-world advice.

Imagine a Successful, Enjoyable Career: What will bring you happiness after graduation, both professionally and personally?

Land an Awesome Internship: Internships provide you with an invaluable opportunity to gain real-world professional experience. Bring your questions to a team of industry experts who will share tips on finding internships, what companies are looking for, capturing the experience on your resume, and leveraging your internship for a full time job opportunity.

Lead with Strength - Women in Business: How can a woman's voice be heard equally in the business world? Discuss relevant questions on how women lead teams, take risks, build support networks, and pursue professional goals.

Make the Transition: You've been a student for most of your life. Are you ready to enter the workplace? Learn from recent alumni, who will share their insights and experiences. Be prepared to ask questions about what to expect, such as your first week on the job, adjusting to work hours, and getting started successfully. If you have worries about graduating, you are not alone! This panel will help you prepare with honest advice.

Maximize your Strengths: How your CliftonStrengths will help you interview better: In this session we will explore how to use your CliftonStrengths to sell yourself in an interview by giving you a language for expressing talent, increasing your confidence, and empowering you to interact with others authentically. We will also explore how understanding our strengths helps us manage our weaknesses in ways that are practical and relevant to employers and teams. Come with your top 5 CliftonStrengths (as learned in BA 1500), and learn to describe your talent DNA in new and meaningful ways.

Rock Your Digital Brand: "To succeed in this world, you have to be known to people" -- Sonia Sotomayor. How do you build your network? In this session learn best practices for expanding your network including being intentional, enhancing your online reputation, how to reach out and prepare for career conversations. Plan to leave this session with an updated electronic signature and tips for expanding your network.

Stand Out from the Crowd: Make a positive first impression and differentiate yourself from a large field of candidates. Learn ways to improve your resume, cover letters, and communication methods.

Working Smarter with AI - The Best Ways to Use AI to Advance Your Career: Artificial intelligence is advancing rapidly, and the workplace is evolving. Learn how to integrate technology into your career search, such as writing your LinkedIn profile, customizing cover letters, using PhotoAI.com or Headshotpro.com for professional photos and more.

SHARE YOUR CONFERENCE EXPERIENCE ON SOCIAL MEDIA!

