



MMM

MAKING ME MARKETABLE

CREATE YOUR PERSONAL BRAND

SEPTEMBER 20, 2024 | MEMORIAL UNION | 8:00 A.M. TO 1:00 P.M. | FREE

WELCOME TO THE 25TH ANNUAL MAKING ME MARKETABLE CONFERENCE

Business Professional Dress required. Please refer to the MMM event in **MU Engage** for the 40 Edge Point Requirements.
No-Show Policy: A fee covering the cost of registration may be assessed if you fail to attend the event and do not cancel your registration by 8:00 A.M. on 09.19.2024.

TIME	ACTIVITY
7:30AM- 12:00PM	Relaxation Station & Conversation Corner for 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 Breakfast speaker: Lisa Scheer
9:20AM – 10:00AM	Skill-Building Workshops Generate - N204 Maximize your Strengths- N214A Deliver - N214B Networking - N214C
10:20AM – 11:00AM	Skill-Building Workshops DEI - N204 Discover - N214A Lead - N214B Stand Out - N214C
11:20AM – 12:00PM	Skill-Building Workshops Dare -N204 Secure - N214A Make - N214B Work Smart - N214C
12:00PM – 1:00PM	Conference Wrap Up - N201 ABC Lunch speaker: John Brase

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SKILL - BUILDING WORKSHOPS

Robert J. Trulaske, Sr. College of Business

TIME	N204	N214A	N214B	N214C
9:20AM – 10:00AM Sessions A	Generate	Maximize	Deliver	Networking
10:20AM – 11:00AM Sessions B	DEI	Discover	Lead	Stand Out
11:20AM – 12:00PM Sessions C	Dare	Secure	Make	Work Smart

SKILL-BUILDING SESSIONS

GENERATE: We can use Artificial Intelligence tools to create documents such as resumes and cover letters, or business reports, but should we? When should we? Using this powerful new tool both effectively and ethically is our topic.

MAXIMIZE: Just like we study Consumer Behavior in Marketing, hiring professionals' study human behavior. You need to understand what they are looking for so you can check those boxes.

DELIVER: Effective communicators can tell the story in the boardroom and the breakroom. In a data-driven world, leaders must make data make sense to the audience. How to read a room and deliver your message appropriately.

NETWORKING: Board membership and other volunteer leadership opportunities. When saying "yes" makes sense. How service can help you in your career. What is expected of you and what you should expect too.

DEI: The Aquafina vending machine stands next to the water fountain. Why do customers spend \$3 for Aquafina when free water is only a few feet away? Professor Smith unpacks Marketing/Advertising and Demographic Customer Segmentation to explain why this occurs.

DISCOVER: Services are available that scrape an applicant's online footprint to be evaluated in hiring decisions. Learn how to develop your online persona to be marketable in the future.

LEAD: Lead with empathy through self-awareness, self-management, social awareness, and relationship management.

STAND OUT: Being intentional to stand out so you are rewarded with the promotion you deserve.

DARE: Applying sales techniques in the application and interview process to secure your job!

SECURE: Is it necessary to do research on the firms you are interviewing with? Absolutely! How to use the data to better prepare you for the job hunt, and the first job.

MAKE: In all careers, you will be asked to use innovation and entrepreneurship. Learn about Entrepreneurship as a career path, and how corporate entrepreneurship may benefit you within an organization.

WORK SMART: "A remarkable 75% of executives say mentoring has been critical to their career development." (HBR) Learn from professionals how you can locate and ask a mentor to help you in your career.

NEW FOR OUR 25TH MMM CONFERENCE!

Relaxation Station has a new Conversation Corner in 2025: Industry professionals, along with representatives from MU's Business Career Services have generously agreed to be available throughout the conference for you to visit with them about special topics related to your future employment, and provide resume and other document review. Technology will be available including TalkMeUp's AI software. Students can practice introducing themselves and have TalkMeUp evaluate their introduction. Students can also access their digital docs to go over with the experts!

SHARE YOUR CONFERENCE EXPERIENCE ON SOCIAL MEDIA!

