

The Advertising Federation of Fargo-Moorhead



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FOR IMMEDIATE RELEASE

CONSULTANT TO SHARE SECRETS OF PERSONAL BRANDING AT FM AdFed PROFESSIONAL DEVELOPMENT SESSION

Fargo, N.D. (Dec. 12, 2006) – Chris Young, founder of The Rainmaker Group, Bismarck, will present “Personal Branding,” at the Advertising Federation of Fargo-Moorhead’s monthly educational session on Tuesday, December 19, 11:30 a.m. – 1 p.m. at The Doublewood Inn, Fargo.

The Rainmaker Group was founded in 2001. The company’s goal is to help people maximize their full potential. So what is Personal Branding? You see them all the time on shirts, on shoes and on heads – great brands like Nike, Tommy and the Dallas Cowboys. But think about this – If your name were a brand, would people wear it? In this session participants will learn:

- What is a brand?
- How your brand compares to your company’s brand
- How you perceive your brand vs. how others do
- Ways to improve and uphold your brand

Admission is free for FM AdFed members, \$40 for nonmembers and \$15 for nonmember students. RSVP to Brian Meckler at 218-284-1111 or reservations@fmadfed.org.

FM AdFed is an inclusive organization open to anyone in a communication-related field, such as corporate communicators, public relations practitioners, journalists, freelance writers, designers and multimedia specialists, advertising sales representatives and printers.

FM AdFed, one of 210 local affiliates of American Advertising Federation, is a nonprofit, professional trade association serving the local advertising, marketing and communications community. Throughout the past 50 years FM AdFed has strived to enhance advertising, marketing and communications by supporting and recognizing its diverse membership and their contributions to the Red River Valley’s vitality, economy and culture. For more information on the organization please visit www.fmadfed.org.

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