

**When:**

July 20, 2010  
4:00 pm – 7:00 pm

**Where:**

The Dan Evans Center of Excellence\*  
Bob Evans Farms, Inc.  
3700 S. High Street  
Columbus, Ohio 43207

**Hosted by:**

**Bob Evans**




**To Register:**

Please visit [www.mfha.net](http://www.mfha.net) or  
call 401.461.6347 or  
email [diversitynetworks@mfha.net](mailto:diversitynetworks@mfha.net)  
**Registration is FREE**




**Navigating the Corporate Landscape:  
*Personal Brand Marketing in a Multicultural World***

This session will showcase how all individuals, regardless of gender or race, can leverage common brand management principles to effectively market their authentic selves. These branding principles can also be used to promote diversity initiatives within the workplace.

**Attendees will learn . . .**

-  What a personal brand is & why it is important to career success
-  How to market oneself via proven brand management strategies
-  Tips for creating internal “brand loyalty” within your organization

**Attendees will take away . . .**

-  An action plan on how to use networking to expand your reach & influence
-  Strategies to common obstacles faced by individuals not in positions of power
-  A roadmap on how to leverage diversity to enhance one’s distinctiveness & relevance in the workplace

**About the Speaker:**



**Robert Rodriguez, PhD**

Director, Kaplan Center for Corporate Learning  
Kaplan University  
Author of *Latino Talent*

Dr. Robert Rodriguez is a noted expert on diversity. He writes the “Leadership” column in Diversity Executive Magazine and has published over 50 articles on various diversity and human resource topics. Dr. Rodriguez is a highly sought after consultant within corporate America.

He serves on the board of directors for several non-profit diversity organizations and often speaks to diverse employee groups on how they can leverage their ethnicity as a source of strength.