

# YOU ARE INVITED TO CREATE A BRAND CALLED YOU

--RAINMAKER SERIES PART I--

BRAND YOU HAS BEEN MADE POSSIBLE BY A GRANT  
FROM

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TALENT DRIVING PROSPERITY

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WHO SHOULD ATTEND

Entrepreneurs  
MBA Students  
Post Docs  
Residents  
Nursing Entrepreneurs  
Researchers  
PIs  
Fellows  
Educators  
Faculty  
Inventors  
Tech Transfer Managers  
Business Owners  
PreSeed Workshop Attendees  
T.E.N. Members  
Executive Officers  
Managers  
Program Directors  
Volunteers  
Future Rainmakers

Dear Friend,

Please be our guest at an event that will change your life!

If you are an Entrepreneur, you take great pride in your business plans, research findings and inventions, and probably believe (reasonably) that your work has appeal and relevance to the investment community. However, you look around and see only a small segment of entrepreneurs consistently generating interest among, and receiving financing from, investors.

Many factors contribute to successfully receiving financing from investors, but three critical ingredients for any entrepreneur hoping to raise capital include the following: (1) Delivering presentations that are carefully tailored to your audience, (2) Communicating compelling business case for your product in the marketplace, and (3) **Conveying a distinct image of yourself - your own "brand" - that appeals to audiences, fosters interest in you as a person, and facilitates relationship-building.**

Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. To be in business today, our most important job is to be head marketer for the brand called YOU.

We are pleased to provide a unique hands-on BRAND YOU workshop that will help train you to be a skilled presenter, a Rainmaker, who will command and hold your audience's attention and get results.

BRAND YOU EVENT DETAILS



## REGISTRATION

space limited to first 50

please rsvp by 1.25.08

[debra\\_hafner@urmc.rochester.edu](mailto:debra_hafner@urmc.rochester.edu)  
call 585.341.4932 if you have questions or to  
register by phone

January 30, 2008

### TIME

4:00 PM to 8:00 PM

### LOCATION

Memorial Art Gallery  
Bausch & Lomb Room  
[Google Map](#)

### WORKSHOP

4:00 PM to 7:00 PM

### NETWORKING

7:00 PM to 8:00 PM

Please stay to enjoy networking and sushi.

## WHAT YOU WILL GET FROM ATTENDING THE BRAND YOU WORKSHOP

- \*Skills you can employ immediately to become a better presenter and Rainmaker
- \* Customized Value Proposition
- \* Professional Personality Assessment
- \* Workbook

## ABOUT THE WORKSHOP PRESENTER

For the past 30 years, Mary Ann O'Neil, Principal of One to One Leadership, has taught personal branding strategies, helped develop talent and trained employees to make rain at some of the most recognizable companies in the world, such as Xerox, ADP, Texaco and McDonald's. Mary Ann regularly presents at national conferences and corporate meetings throughout the US and Canada.

