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***Partnering to bring you Intel’s 2016***

***Professional Development Series***

***Saturday, April 23, 2016***

***AGENDA***

8:00am - 9:00am             Registration / Networking / Continental Breakfast

9:00am - 9:30am             Intel Welcome

9:30am - 10:30am          **Workshop #1- Marketing Your Brand in the Workplace**

Presented by [**Allison Cerra**](https://www.linkedin.com/in/acerra?authType=NAME_SEARCH&authToken=G-zm) - Vice President, Marketing- Intel Security Group

Marketing is a proven discipline in influencing our daily choices as consumers. However, few of us in the workplace apply proven marketing techniques when selling our own personal brand. In this session, Allison will cover the most significant tenets of marketing and apply them to illustrate how you can break through the proverbial clutter of candidates when selling yourself. She will rely upon her more than 20 years of experience in the discipline and share insights from her own career journey. In the end, you will walk away with a practical prescription that will enable you to more effectively deliver your unique selling proposition to your company or the marketplace.

10:30am - 11:00am       Break

11:00am - 12: noon       **Workshop #2 -** **Networking with Purpose**

Presented by [**Kelley Johnson**](https://www.linkedin.com/in/kelleyjohnson?authType=NAME_SEARCH&authToken=jls0&locale=en_US&trk=tyah&trkInfo=clickedVertical%3Amynetwork%2CclickedEntityId%3A14164901%2CauthType%3ANAME_SEARCH%2Cidx%3A1-3-3%2CtarId%3A1457972874781%2Ctas%3AKelley%20Johnson%20) - CEO and Senior Strategist

When discussing career opportunity and growth, many of us have heard the expression, “It’s all about who you know.” With so many social networking tools available to us, there is a common misperception that we already know a lot of people because we are connected online. In this highly digital environment, motivated professionals need to constantly fine tune their approach to networking by cultivating organic and authentic interactions. During this session, we will examine different networking strategies, how to align them with your professional goals and how to start (or restart) networking with a purpose.

12: noon – 12:30pm      Closing Comments/Lunch

12:30pm – 2:30pm         Networking/Intel Career Fair

*Learn about Intel career opportunities.  If you are interested in registering for the career fair, learn more about opportunities, speak to our Hiring Managers and possibly be selected for an onsite interview, please submit your resume by clicking on the following link*[***Intel.com/jobs***](http://www.intel.com/content/www/us/en/jobs/job-search/js2.html?job=754606&src=%20CFE-10040)

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**Dress Code:  Casual**