

The Career Center for Working Professionals (CCWP) invites you to attend a seminar on:

Social Media as a Career Management Tool

Presented By: Personal Branding Guru William Arruda

DATE: Wednesday May 20th, 2009

TIME: 6:00-7:30pm

LOCATION:

**Henry Kaufman Management Center
40 West 4th St, Lower Level, Schimmel Auditorium
New York, NY 10012**

Today, if you don't show up in Google, you don't exist. And the same is true for many social networks. In the new world of work, you must be visible not only in the real-world, but also online. In this interactive workshop, William Arruda will show you how to build your brand on the World Wide Web so you can expand your career success. This presentation will be relevant to both active and passive job seekers. So whether you are looking for a job or seeking to fortify your position at your current company, you'll learn everything you need to know so you can make the most of Web 2.0 tools like Google, Facebook, LinkedIn and Twitter. You'll leave the session with an action plan you can put to use immediately.

Pre-work

Before coming to the session, learn a little about how you show up online. Our facilitator, William Arruda designed the Online ID Calculator, an innovative and popular tool to help you make sense of your online presence. Use the calculator (www.onlineidcalculator.com) before coming to the presentation so you have an understanding of your current digital brand. William will be sharing actionable strategies for enhancing your web identity.

To Register**

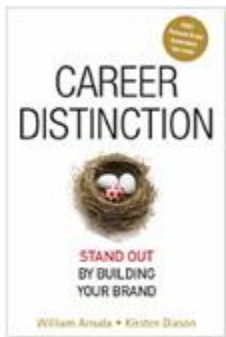
Please log into [SWAP](#). Click on "Career" link, then "CCWP Resources and Job Postings" to access your Career Account. Once you log in please click on May 20th, 2009 in the calendar on the right of the home page. Click on "day view" then scroll down and click on "Social Media as a Career Management Tool"

William Arruda Biography



A citizen of the world with boundless energy and a genuine passion for human potential, William Arruda is the founder and President of Reach, the global leader in personal branding. One of the most sought-after speakers on personal branding, social media and employee motivation, he has delivered hundreds of keynotes to audiences of five to five thousand throughout the Americas, Europe, Asia and Africa. His client list reads like the pages of Fortune Magazine. Adobe, British Telecom, IBM, JPMorgan, Microsoft, Morgan Stanley and Starwood Hotels are just a few in a long list of clients.

As a thought-leader, William is a spokesperson on personal branding, online identity and career management. He has appeared on BBC TV, the Discovery Channel and Fox News Live and he's been featured in countless publications, including Forbes, Time Magazine, the Wall Street Journal and Entrepreneur. William's book, [Career Distinction](#), is a careers bestseller. He is a member of the International Coach Federation and the National Speakers Association. He holds a Master's Degree in Education



William's book, *Career Distinction: Stand Out by Building Your Brand* will NOT be available at the session, so if you would like a signed copy, purchase the book and bring it with you. He will be signing books after the presentation.