Selling Yourself: it’s a dirty job but you can do it.

Dr. Tobe Berkovitz, Ph.D.
Associate Professor of Advertising
Boston University College of Communication
Wednesday, November 14, 2012
3:00 PM – 5:00 PM
Location: L-804

RSVP: sleasman@bu.edu by Friday, November 9th, 5:00 PM with full name and position/department

Despite studying and working in the rarified environment of academe, the forces of communication change will impact your career. The world of 24/7 news cycles, Twitter feeds, social media and the democratization of content has a direct influence on your success as a researcher, teacher and health or human services professional. You have the ability to define your image and communicate your ideas to a wide variety of audiences and achieve your professional objectives. This workshop will provide the foundation for students to create a personal image, promote themselves and effectively communicate ideas that enhance their stature and persuasively present important information to target audiences. GMS doctoral students and fellows are invited to participate in a workshop sponsored by Foundations in Biomedical Sciences. For more details, or to sign up, contact Caitlin Sleasman, sleasman@bu.edu, by Friday 9, 2012, 5:00 PM. Hurry and reserve your seat now!