

**You're Invited to a Professional Development Roundtable
hosted by AGC Georgia's Young Leadership Program**

Selling Yourself Through Personal Branding

Presented by: Brent Darnell

Wednesday, September 19, 2018 at 11:30 am - 1:30 pm

AGC Georgia's Training Center



Have you ever noticed how powerful a brand is? What comes to mind when you think about Chick-Fil-A, Coca-Cola, NASCAR, or Nike? Now, what comes to mind when you think about your personal brand? Now more than ever, it is important to take control of developing, enhancing, and managing your personal brand. When you take the initiative to develop a personal brand, you add value in all areas of life and business.

This highly interactive, experiential session will enable you to walk away with practical knowledge and feedback on how to clearly define your brand and convey it to others in order to ignite your career and elevate your position personally and professionally.

Learning objectives for this session:

- Clearly define how branding works
- Clearly define your brand and why it is important
- Explore and practice the elements that define your brand
- Practice projecting your brand to others through connection, status, persuasion and influence

About the Presenter: Owner & President, Brent Darnell International

A second generation builder, Brent grew up in awe of his father and watched him build projects that shaped people's lives and the world in which we live, including many projects for the 1996 Olympic Games in Atlanta, Georgia.

Brent earned his Bachelor's in Mechanical Engineering from the Georgia Institute of Technology in 1981 and began his own construction career. He was an MEP Coordinator and Senior Project Manager on complicated projects like the Brook Army Medical Center and housing for the 1996 Summer Olympic Village.

Because of these first-hand experiences, Brent speaks with a deep understanding of his audience and the problems they commonly face. His passion is to transform the industry into one that is more collaborative, more relationship driven, and more fun.

We're expecting a full-house for this unique and informative presentation. Lunch provided for those registering by 9/12/18

Two Registration Options

OPTION A – register at www.agcga.org

- FREE/**YLP member** registering EARLY
- \$10/**YLP member** registering after 9/12
- \$30/**AGC Georgia member** registering EARLY
- \$40/**AGC Georgia member** registering after 9/12
- \$100/**non-AGC Georgia member***

OPTION B – complete this form and return by mail, fax or automated email

- \$10/**YLP member** registering EARLY
- \$20/**YLP member** registering after 9/12
- \$40/**AGC Georgia member** registering EARLY
- \$50/**AGC Georgia member** registering after 9/12
- \$100/**non-AGC Georgia member***

***If unsure whether your firm is an AGC Georgia member or you are a YLP participant, please call L.B. at 678.298.4102.**

If you prefer to register with this form and forego the online preferred pricing, please check the appropriate box in **OPTION B**, then fill out all of the below fields. We'll send a registration confirmation via email approximately one week prior to the event.

Name: _____ Company: _____

Email: _____ Phone Number: _____

Dietary Restrictions: _____ **Total Payment Due: \$ _____**

Check: Payable to **AGC Georgia**. Mail copy of this form with check to lockbox: **Wells Fargo/AGC Georgia; POB 934023; Atlanta, GA 31193-4023**

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Regardless of payment method, please use one of the methods below to return this form.

- 1) **Electronically:** Use "Click to Submit" button to attach to an automated email. This function does not work in all email system. Please confirm message was sent from your inbox.
- 2) **Fax:** 678-298-4101
- 3) **Email:** (after manually filling out form): registration@agcga.org

Cancellations for YLP members after 9/14/18 and NO SHOWS incur a \$30 fee. Cancellations for non-YLP members are non-refundable after 9/14/18. For questions, contact Machell Harper, Director, Member Services and liaison of the YLP at 678.298.4108 or harper@agcga.org.