

The Department of Applied Communication Studies would like to invite all students to the following event:



## Career Development Day

### When

Friday, February 26, 2016  
9:00 AM to 4:30 PM

### Tickets

\$25.00 Students  
\$30 PRSA Chapter Member  
\$35.00 Non-Member

[Register Now](#)

### Directions

SIUE, Oak-Redbud Rooms  
Morris University Center  
Edwardsville, IL 62026

[Get Directions](#)

### Career Development Day

Whether you just accepted your first job or are a 25-year PR veteran, continued professional growth is essential for career success. Plan to join us at Southern Illinois University Edwardsville (just a few minutes across the bridge from St. Louis) on Friday, Feb. 26.

(NOTE: Registration will close Tues., Feb. 23.)

[#PRSASTLCD](#) will kick-off with continental breakfast and keynote address:

### Morning Keynote Speaker



[Danny Rubin](#) is vice president of [Rubin Communications Group](#), a full-service public relations firm in Virginia Beach, Virginia. He's also the author of the new book, [Wait, How Do I Write This Email?](#), a collection of 100+ templates for

networking, the job search and LinkedIn.

**NOTE: Every registered attendee will receive a copy of Danny's new book!**

Danny is a member of the PRSA Hampton Roads chapter. For his efforts to teach writing and networking skills to millennials, he also received the 2015 national "Young Professional" mentor award from the Plank Center for Leadership in Public Relations. You can read more of Danny's insights on his blog, [News To Live By](#), which highlights the career advice in the latest headlines.

Based on templates from his book, Danny will lead an interactive, hands-on workshop where you will write some of the most important emails to your job search efforts! Danny will explain why "a sharp professional bio leads with your current job and ends with your education -- not the other way around." You will also learn how to incorporate storytelling into your cover letters so you stand out from the pack and leave a memorable impression which, let's face it, is what it's really all about!

## Young Pros Panel

Following the workshop, there will be a panel of young professionals—discussing what they *really* do at work, offering advice and answering questions.

## Luncheon Keynote Speaker



[Angela LaRocca](#) is brand manager at [Unidev](#), a technology and digital marketing firm. Angela's well-rounded background includes 10+ years of screenwriting, performing, event production, digital marketing, and now brand management.

She has worked in Chicago and Los Angeles with large networks such as Comedy Central in the Development division and Fox Television in Production. Angela's writing skills have been featured in Alive Magazine, and she has performed in sold out shows at the St. Louis Fringe, Improv Olympic West, NYC One Act Festival, and the Roma Fringe Festival.

Angela serves on the board for the American Marketing Association St. Louis chapter, is the incoming chair of UMSL's Digital Marketing Advisory board and is a member of Tip Club St. Louis. She is regularly featured on camera at events, interviewing attendees and speakers.

Whether you are just beginning to explore career path options or have years of experience under your belt, come learn how your social media and online presence plays a critical role in helping you meet your business, job search and networking goals.

## Media Panel

Following the luncheon, you will hear from a media panel comprised of both working media members and media relations professionals—including Fox Sports Midwest and Washington University!

## Professional Roundtables

To cap-off the day, there will be roundtables where you can chat one-on-one with professionals in various communications roles such as agency PR, corporate communications, integrated marketing, event planning and management, copywriting and content management, even creative/design.

**Don't delay--reserve your spot today! \*You *MUST* pre-register. *Registration will close Tues., Feb. 23.***

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