CDSN MONTHLY MEETING

**Founded in 1978 by Carol Feit Lane as a forum for professional Career Counselors**  board members

**Mailing Address: Judith S. Goldberg, 170 West End Ave. 22N, NYC 10023 Lynn Berger Program Committee**

**Email:** **cdsnny@gmail.com** **Website:** [**http://cdsn-ny.com**](http://cdsn-ny.com) **Aviva Giannotti CEU Manager/Liaison**

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**Satya Chheda Patel Program Committee**

 **Heidi Ravis Program Committee**

**Renee Lee Rosenberg Program Committee Donna Sweidan Program Committee**

**Date:** September 14, 2017

**Place:** Science, Industry, Business Library (SIBL), 188 Madison Ave, between 34th and 35th Streets. Meeting room is on lower level. Signs will be posted. In order to enter the building before 10AM, tell security guard that you are with CDSN.

**Time:** 9:45AM to 12 PM (Networking and coffee at 9:45AM). The program will begin promptly at 10AM (two hour attendance is mandatory if you wish to receive CEU credits)

**Topic: How to Promote your Business for Pennies in Just 15 Minutes a Day**

How to Promote Your Business for Pennies in Just 15 Minutes a Day

Do you struggle with keeping your promotional materials and brand identity fresh? With so much on our plates, it can be hard to find time for the marketing activities that are critical to our continued business success. In this presentation, Barbara Safani will share several hacks for continuously engaging with clients and prospects. Learn how to:

* ​Turn a single article into several ongoing marketing opportunities.
* Create a robust social media presence with minimal time and effort.
* Re-purpose existing marketing collateral with a fresh perspective.

**Presenter: Barbara Safani**, owner of **Career Solvers**, has over fifteen years of experience in career management, recruiting, executive coaching, and organizational development. Ms. Safani partners with both Fortune 100 companies and individuals to deliver targeted programs focusing on resume development, job search strategies, networking, interviewing, salary negotiation skills, and online identity management.

Ms. Safani holds a Master of Arts degree in Organizational Psychology from Columbia University and a Bachelor of Arts degree in Psychology from the State University of New York at Albany. She is a multi-certified, multi-award-winning resume writer and career strategist, the co-creator of the Career Directors International resume writing certification program, and creator of the industry’s first Social Media Strategist certification program facilitated by The Academies.

Ms. Safani has appeared as a career expert on network television and radio, and been published in a range of newspapers, magazines and prominent websites.  She is the author of Happy About My Resume: 50 Tips For Building a Better Document to Secure a Brighter Future, Happy About My Job Search: How to Conduct an Effective Job Search for a More Successful Career, #JOBSEARCHtweet, and #SUCCESSFUL CORPORATE LEARNING tweet Book04 and her work is featured in more than two dozen career related publications.

**Questions?** cdsnny@gmail.com