

# Deeper Dive with Ron Roecker

**November 17th, 1PM CST**

## **Into Building Your Lighthouse so You Can Stand in Your Light**

**<https://www.acui.org/regions/ii> Check here for event updates and registration**

This roll-up-your-sleeves working session is centered around the passions and skills of each participant. Ron Roecker's "Define and Headline Your Personal Brand for a More Successful Next Chapter," has helped celebrities, entrepreneurs, athletes and spokespeople define their personal brands for two decades. This process will cover the next steps from his Conference Keynote on how to evaluate where your brand is today, looking at the competitive landscape, and determining what you're passionate about personally (including social causes) and professionally (including skillset). Going through the entire process will innately make you more authentic, credible and relevant by showing you how to be more consistent in word, action, and deed across all aspects of your life. Ron will give you a detailed overview of all three phases, and you will leave this complimentary follow-up session well on your way to completing the most crucial section: Phase I.



Ron Roecker is a creative consumer marketing communications and entertainment public relations pro who helps brands and non-profits build game-changing creative strategies. He is a storyteller, spokesperson and keynote extraordinaire who has helped some of the biggest brands tell their stories. From the GRAMMY Awards, Nike, NBA, Disney; to celebrities like OneRepublic, Zac Efron, Kelly Clarkson; and non-profits like LiveEarth with Former Vice President Al Gore, World Wildlife Fund, and Project (RED), to name a few.