

Jessica Styles

THE WONDERFUL WORLD OF FAB



Founder of The FAB Network will speak on Thursday, February 18th at 6:30 p.m. at the SUNY Oswego Metro Center at the Atrium, 2 Clinton Square.

- Jessica Styles' professional experience in the entertainment industry provides the backdrop for this keynote address.
- Jessica Styles achieved her goals by treading many uncharted waters and tackling challenges head on!
- Her professional experience includes positions with MTV Networks/BET Networks and Givenchy/Emilio Pucci. She has learned the hard-core values necessary to succeed outside the classroom walls.
- Ms. Styles' journey led her to founding FAB and becoming a Professional Coach. Jessica believes that EVERYONE deserves to have an opportunity to achieve their professional goals!
- Hear how Jessica Styles transitioned from college student to a professional in the entertainment industry.

WEB REGISTRATION

Thursday, February 18, 2010
SUNY Oswego Metro Center
The Atrium
2 Clinton Square
Syracuse, New York 13202
4:00 - 7:30 p.m.

REGISTER ONLINE BY
THURSDAY, FEBRUARY 11, 2010

www.oswego.edu/student/career/image2010/index.html

- Complete the online form.
- Sign up for a mock interview if interested, and be sure to state your time preference. Every effort will be made to honor your time request.
- Upon completion of the online form you will be sent a confirmation email.
- Please contact your College or University Career Services Office for transportation options.

Handicapped Accessibility

Wheelchair seating and sound amplification devices are available. If you have a disability and need assistance to attend this event, please contact the SUNY Oswego Metro Center at 315.399.4107

IMAGE 2010

Entertainment Industry Careers

Thursday, February 18, 2010
4:00 - 7:30 p.m.
SUNY Oswego Metro Center
Syracuse, New York

Sponsored by:
Central New York Career
Development Association



Image 2010

THE SUNY OSWEGO METRO CENTER

Thursday, February 18, 2010

The Atrium—2 Clinton Square

Syracuse, New York 13202

315.299.4100

4:00 —7:30 p.m.

The Central New York Career Development Association invites you to participate in Image 2010! In our inaugural year we will focus on the entertainment industry and offer several opportunities for you to learn how to break into this exciting field.

The first 28 registrants will be able to schedule a mock interview with a professional recruiter from the CNY Society for Human Resource Management.

Conference attendees will also choose three to four workshops to attend on various entertainment industries and learn how professionals in the field broke into sought after entertainment careers.

Workshop topics include: Television, Media and Events, Fashion and Professional Etiquette. To top the evening off, **Jessica Styles, Founder and President of The FAB Network** will give a keynote address focusing on careers in the television, fashion and beauty industries.

Space is limited. Contact your College or University Career Services Office for transportation options.

This event is sponsored by the Central New York Career Development Association. Special thanks to 40 Below, Brandyourself.com and the CNY Society for Human Resource Management.

SCHEDULE OF EVENTS

Opening Remarks 4:00 p.m.

Concurrent Events *(see back panel for registration)*

Mock Interviews 4:30 p.m.
Mock Interviews will be scheduled at half hour intervals and remember to bring your resume 5:00 p.m.
5:30 p.m.
6:00 p.m.

Workshops/Seminars

The Media/Events Industry 4:30 p.m.
5:00 p.m.

The Television Industry 4:30 p.m.
5:00 p.m.

The Fashion Entertainment Industry 5:30 p.m.

Brand-Yourself.com 5:30 p.m.
6:00 p.m.

Professional Etiquette 6:00 p.m.

Keynote Address: What's Your WOW Factor?

Jessica Styles 6:30 p.m.
Founder and President of The FAB Network

Networking Reception 7:30 p.m.

WORKSHOPS

The Media and Events Industry Classroom B
Steve Becker, Owner and President of Premier Promotions, has over 37 years of experience in sales, marketing, promotions, and special event planning and management. Steve enjoyed a successful career in radio for over 20 years as program manager, promotion director and an on-air personality. For the past 15 years, Steve has been an events and media specialist for trade shows and community events.

The Television Industry Classroom A
Maureen Green, veteran broadcast news reporter in Central New York, will share her television news career and strategies for breaking in to this competitive industry.

The Fashion Industry Classroom A
Jessica Styles, Owner of The FAB Network and Professional Coach, will teach you about careers in the fashion industry and how to sharpen your image.

Professional Etiquette Classroom A
Michelle Mekos, an Image and Etiquette Consultant from Ithaca, New York will provide tips and ideas on how to set yourself apart in the job search process and in the professional work place.

Brand-Yourself.com Classroom B
Evan Watson, Chief Evangelist for Brand-Yourself.com, will present on what it takes to stand out in today's world of work. Brand-yourself.com is devoted to providing the tools for young professionals to differentiate themselves from competition in the job market and succeed in the careers they deserve.

MOCK INTERVIEWS

Professionals from the CNY Society for **Human Resource Management** will conduct 20 minute mock interviews and provide instant feedback that will help you prepare to interview for professional positions.

DIRECTIONS TO THE

**SUNY OSWEGO METRO
CENTER AND EVENT PARKING**

www.oswego.edu/academics/continuing/metro_center/directions.html