



**BRAND STATE U PRESENTS:  
WOMEN'S SUMMIT AT SEA**



**SEPTEMBER 4TH - 9TH, 2023**

**Galveston, TX**



# BRAND STATE U PRESENTS: WOMEN'S SUMMIT AT SEA

**A personal branding and professional development  
getaway hosted by women, for women.**

**It's no secret that hard work alone isn't enough for women to advance in their careers.  
You must have a personal brand and market it, even if it's uncomfortable.**

Throw perfection overboard - it's all about being authentic. The sooner you begin embracing your worth, the sooner you will level up your personal and professional self. Learn the practical skills you need to be authentic, courageous, strategic and successful.

## READY TO SAIL TO SUCCESS?

**Join Jaci Russo and Melissa Bowen on September 4th - 9th in Galveston, TX, as we work to help you develop  
a mindset for success - while learning how to build your brand. Together, with other successful women, you'll have  
the time, space, and support to clear your mind and focus on YOU.**

### SUMMIT SESSIONS *(with Jaci Russo):*

#### Tell it to Someone Who Needs to Hear it

What does your audience think now, and what do you want them to think? Knowing your target audience better than they know themselves allows you to lead from the front instead of playing catch-up from behind.

**Ready to dive deeper than just demographics?**

**We will discuss:**

- Psychographics
- Personalities types
- Audience perceptions

#### Differentiate to Dominate

Your brand isn't like everyone else's, so your marketing strategy can't be either. By leaning into your unique areas of expertise, you can build a brand that attracts consumers instead of one that chases them.

**You will learn how to:**

- Apply the laws of attraction to branding
- Develop thought leadership
- Set goals for success

#### Put Your Message in a Bottle

Don't add to the noise; cut through the clutter. In a marketplace that's over saturated with information, creating content that connects with your target audience is crucial.

**We'll cover topics like:**

- What does your brand sound like?
- One brand, one voice
- It's about them, not you

#### Define Your Destination

Now that you understand the who, the why, and the what of your brand, it's time to decide where it all goes. *Understanding social media platforms is vital for building and maintaining your brand.*

**You will learn how to:**

- Choose the best platforms for your brand
- Increase your followers and spark engagement
- Measure the success of what you do

## SUMMIT SESSIONS *(with Melissa Bowen):*

### Be You. Be Seen. Be Brave.

We all have limiting beliefs that prevent us from showing up authentically in our lives and careers. But how can we overcome these beliefs and rise to our full potential? *In this opening session, we will explore and dismantle the thoughts that hold us back and discuss how you can show up courageously as your most authentic self - every single day.*

#### **You'll learn:**

- How to recognize shame and how it keeps you down
- 5 strategies to build resilience to shame
- How vulnerability is essential for fulfilling connections
- How to practice courage

### Say “Hell Yes” to Life by Saying “No”

Our frustrations in life often hint at where we are lacking boundaries. Establishing healthy boundaries in your personal and professional life empowers you to love yourself, love others, and be successful. *We will explore the 5 common obstacles that keep us from maintaining our boundaries, and discuss a step-by-step method for establishing boundaries.*

#### **We will explore:**

- The functions and purpose of boundaries
- The 5 main obstacles that prevent boundary setting
- A step-by-step process of setting healthy boundaries

### Your Values are Your Compass

Don't just talk the talk - walk the walk. When your actions and decisions are aligned with your core values, you are living an authentic life.

#### **We will:**

- Identify your core values
- Learn behaviors that protect your values
- Understand how to get back on track when you get off track

### The Superpower of Emotional Intelligence

Get the best of your emotions instead of letting them get the best of you. Learning to recognize, understand, and manage your emotions will allow you to unlock the agency and potential of yourself, your life, and your career. And that of others.

#### **You will learn:**

- The functions and benefits of developing emotional intelligence
- A 5-step process to get you to a place of regulation
- Identify various skills to address emotions
- Connect this learning to other relationships, like leadership and parenting

## PRE-SAILING SESSIONS:

**These sessions will be presented online before the Summit begins. These live presentations will be recorded and provided to registrants who aren't able to attend live.**

### Become a Thought Leader

Learn how to harness and share your unique expertise, industry perspective, and life experience to increase your following. Thought Leadership content is one of the key tools for building a strong brand.

#### **You'll learn:**

- Building a Thought Leadership strategy
- Establishing your credibility and authority
- Developing valuable content
- Generating engagement

### Be a Brand Ambassador

This should make your company want to pay for this Summit! As an employee, it's not just about building your own brand but also the brand of the company where you work. Research shows employees' posts about the company are 3x more likely to be believed than the CEO.

#### **We will explore:**

- Developing an advocacy strategy
- Including employees into the vision
- Engaging employees

### Networking & Connecting

Your network is your net worth but putting yourself “out there” can be very intimidating. Join us for a whole session on how to be a better networker to take advantage of the opportunities to build new professional relationships during the Summit. These same skills can be used to make authentic closer connections in your personal life as well.

#### **We will:**

- How to overcome “stranger danger”
- Strategies to turn contacts into friends
- Best practices to work the room with confidence
- How to make connections, not just contacts.

# BE THE CAPTAIN OF YOUR LIFE.

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Your personal brand isn't just what you think of you, it's what others think of you. Why leave that up for interpretation? Learn to take ownership of your personal brand and tell the world who you are. Your life, your story, your brand.

Join us on September 4th through September 9th for the Brand U Women's Summit at Sea to build community, connection, and confidence with a group of like-minded women.

## YOUR SELF, YOUR VOICE, YOUR STRENGTH



## HOW DOES THIS WORK?

Your \$100 non-refundable, per person, deposit will secure your spot. We'll invoice you for the summit & room balance with full payment due by May 31, 2023. It's that easy! Brand U Women's Summit at Sea is unique with the rooms, meals, and summit costs all included.

**Pick your cabin, invite a pal, and let's set sail together.**

# REGISTRATION

## Summit Registration

**\$949**

\*Your registration for the Womens' Summit at Sea is \$949 and is for all sessions and materials. Summit registration costs do not include your stateroom purchase. Traveling companions not attending the summit are only required to purchase a stateroom, not register for the summit.

| <b>Lodging</b><br>(Mon 9/4-Sat 9/9) | <b>Registration</b><br>Priced Per Person/Double Occupancy |
|-------------------------------------|---|
| <b>Interior Stateroom</b>           | <b>\$658</b>  |
| <b>Oceanview Stateroom</b>          | <b>\$788</b>  |
| <b>Oceanview with Balcony</b>       | <b>\$908</b>  |

\*Prices are per person and based on double occupancy. Your lodging includes your stateroom and meals. Your cruise fees, taxes, and gratuities are an additional \$329.

\*\*Drink package, Internet, and excursion costs not included.

## MEET YOUR GUIDES



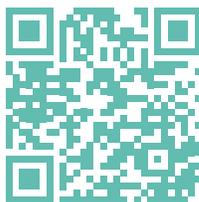
**Jaci Russo**, P.C.M., is the co-founder and CEO of brandRUSSO. Jaci began her career at Creative Artists Agency (CAA) in Los Angeles, California, and then with media mogul Barry Diller, developing the brands of the Home Shopping Network, Ticketmaster, USA Network, and Savoy Pictures. Jaci is a published author and sought-after speaker on all things branding.

Jaci is the founder of Brand State U, a Professional Certified Marketer (P.C.M.), and a graduate of Leadership Louisiana and the Goldman Sachs 10,000 Small Business Program. In addition, Jaci serves as a mentor for the American Academy of Entrepreneurs, an Edward Lowe Foundation Brand Consultant, and is a member of the Acadiana Business Hall of Fame. Jaci is the proud mother of four and works full-time with her husband of 25 years, Michael. *For information on workshops, speaking, and online courses, visit her website at [www.jacirusso.com](http://www.jacirusso.com)*



**Melissa Bowen** is a Licensed Professional Counselor, Coach, and a Certified Daring Way™ Facilitator. Her work revolves around the belief that lives, relationships, and leadership can be transformed by developing a stronger sense of self and living a more authentic, vulnerable, connected, and courageous life.

The Daring Way™ is an approach based on the shame-resilience research of Brené Brown. She has a counseling private practice in Lafayette, LA, where she also supervises counselor interns. Melissa has worked with GSK, KADN TV15, The United Way, Family Missions Company, brandRusso, and Chamber of Commerce organizations, among others. Melissa is a New Orleans native, and lives in Lafayette, LA with her husband, Kody, a few cats, and a bunch of ducks. Yes, ducks. *For information on workshops, speaking, and online courses, visit her website at [www.DaringAcadiana.com](http://www.DaringAcadiana.com)*



**To learn more, or to reserve your spot, visit:  
[brandstateu.com/summit](http://brandstateu.com/summit)**