



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



SEPTEMBER 2ND - 7TH, 2024
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 2nd - 7th, 2024 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):*

Crafting Clicks: The A-Z Guide to Social Media Content

From eye-catching visuals to compelling captions, we'll explore the essentials of crafting content that not only stops the scroll but also leaves a lasting impact. Get ready to elevate your social media game and build a strong online presence that resonates with your audience.

You'll Learn:

- Discover how to create images and videos that tell a compelling narrative
- Key elements of a successful strategy, including goal-setting, audience targeting, and platform optimization
- The algorithms, timing strategies, and interactive elements that can turn passive scrollers into active participants
- Essential tools for content creation and emerging technologies shaping the future of digital storytelling

Follower Finesse: Path to Social Media Success

Journey to transform your social media presence. This is your guide to unlocking the secrets of audience growth in the digital realm. Delve into proven strategies, cutting-edge tactics, and engagement-boosting techniques that go beyond mere numbers, fostering a thriving and engaged social community.

You'll Learn:

- Strategic roadmap for growing a community that aligns with your brand
- Understand the psychology of shareable content

- Power of hashtags and how to strategically leverage them to increase discoverability
- Foster a sense of community among your followers

Scroll Sync: Navigating Personal & Professional on Social Media

Practical insights and strategies for individuals looking to strike the right balance between their personal and professional personas on social media. Discover the keys to managing both aspects seamlessly without compromising authenticity or credibility.

You'll Learn:

- Dynamics of weaving personal and professional threads into a cohesive online narrative
- Effective methods for segmenting your audience
- Implement privacy settings and boundaries to strike the right balance between transparency and discretion
- Share aspects of your personal life selectively while aligning with your professional goals

SUMMIT SESSIONS *(with Melissa Bowen):*

The Magic in Making Authentic Connections

Anytime something is connected to another, the energy of those things magnify. The frequency and potency of the individual things or people levels up. Think of a plug in a socket, or shaking someone's hand. Connections make the magic happen, when you're connected to yourself, others, and life.

You'll learn:

- The impact and importance of connections
- How vulnerability allows for more satisfying authentic connections
- How shame keeps us vulnerable
- Ways to build shame resilience so you can show up

The F-It Model: A Model and Mindset to Productivity

Get your mind out of the gutter! "F" stands for freedom, function, flow and a bunch of other words that represent a huge increase in your progress and productivity.

You'll Learn:

- How shame leads to perfectionism
- How perfectionism leads to stunted growth and decreased productivity
- A repeatable mindset (based in psychological research) that will keep your momentum Forward!

Your Inner Fraud: How to Overcome Imposter Syndrome

Feeling like you will be found out as a "fraud" or "hack" or "they'll realize I don't know what I'm doing" are some of the thoughts that keep us from showing up and growing up in our lives, especially professionally. Don't let that imposter keep you from growing into the true you!

You'll Learn:

- The history and symptoms of Imposter Syndrome
- How to identify the contributing factors to IS
- How to break the cycle
- 8 things you can try right now to lean into the true you

SUMMIT SESSIONS *(with Keesha Buteau):*

Titles Don't Determine Worth

Within our personal and professional lives, we are bombarded with labels and titles that are often used as a means to assign value and worth to products and people. Given this societal norm, individuals may begin to equate their personal worth with the title(s) that society or the workplace has assigned to them. This presentation empowers participants to see past their titles and recognize their true worth!

You'll learn:

- The Unconscious Effects of Labels and Titles
- The Role of Titles in the Workplace
- Identifying Personal Purpose & Value

Difficult Conversations

Communication skills are the most widely cited skill sets in job descriptions today regardless of the industry. Having to face difficult conversations in the workplace can leave many people feeling anxious and fearful. This session aims to make difficult conversations not so difficult! Participants will be provided realistic action steps and tools to utilize prior to, during, and after these conversations occur.

You'll Learn:

- The value relationship building and management brings to communication
- How to apply the principles of Cy Wakeman's Reality-Based Leadership Model
- To transform difficult conversations into growth opportunities
- Strategies for progressing conversations forward and strengthening relationships

SUMMIT SESSIONS *(with Dr. Mechelle Roberthon):*

Messages at Sea: Conquering The Communication Breakdown Model

Participants will take an immersive voyage to learn the 3 factors impacting how communication is perceived by those we engage with.

You'll learn:

- Two universal truths to consider for interpersonal communication
- Professor Albert Mehrabian's communication model
- How words, tone, and body language impact the way your message is perceived by others

Setting Sail: Navigating Networking

Participants will learn hidden secrets about what it really means to network with others and how to harness networking opportunities effectively.

You'll Learn:

- Techniques to initiate, nurture, and maintain valuable professional connections
- Strategies to overcome shyness, discomfort, or common networking obstacles
- Effective follow-up methods to solidify connections and cultivate relationship

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.

Introductions, Cruising, & Expectations, Oh My!

Opportunity to get to know each other and get answers to all of your questions about the Summit, the cruise ship, and the details of our week together.

You'll learn:

- What to pack for the trip
- How to schedule your excursions
- Discuss the cruise app, onboard wifi, and other details about the ship
- How to get the most out of the Summit

Setting Goals and the Systems to Get You There

"Dream big. Execute small." Learn how to set your intentions so your goals are authentic and satisfying to you. Then learn how to identify your systems and actions that allow you to achieve those goals.

You'll Learn:

- The practice of reflection to identify your targets
- How important your "why" is to the goal
- How to set your system to repeat to success
- A few mindset hacks to keep you on track

Brand You: Unleashing the Power of Personal Branding

Understand and harness the power of your unique identity. By delving into the art and strategy of personal branding, you will gain insights and actionable tips to enhance your professional presence and leave a lasting impression in today's competitive landscape.

You'll learn:

- How to translate personal attributes into a compelling brand narrative that resonates with your target audience
- Strategies to optimize your online presence
- Succinctly communicate your value proposition
- How to showcase your true self while aligning with your professional goals

BE THE CAPTAIN OF YOUR LIFE.

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 2nd through September 7th, 2024 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, 2024. 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	
Early Bird (Before 3/15/24)	Registration (3/16 - 5/31/24)
\$789	\$989

**Your registration for the Womens' Summit at Sea is \$789 or \$989 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.*

Lodging Options (Priced Per Person/ Double Occupancy)	Early Bird (Before 3/15/24)	Registration (3/16 - 5/31/24)
INTERIOR STATEROOM	\$390	\$490
OCEANVIEW STATEROOM	\$540	\$690
OCEANVIEW WITH BALCONY	\$665	\$790

**Prices are per person and based on double occupancy. Your lodging cost includes your stateroom & meals. The fees, taxes, ports, and gratuities are an additional \$347 per person.*

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

MEET YOUR GUIDES



Jaci Russo, PCM

BRAND STATE U

Jaci Russo, P.C.M., is a passionate leader with a proven track record of driving growth and exceeding expectations. As the co-founder and CEO of brandRUSSO, a strategic branding agency headquartered in Lafayette, LA, Jaci has been instrumental in establishing the company's reputation for excellence in delivering reliable and high-quality results.



Melissa Bowen, LPC-S, CDWF

THE AUTHENTICITY CENTER

Melissa Bowen is a Licensed Professional Counselor, Coach, and a Certified Daring Way™ Facilitator. Her work revolves around the belief that the way we live and lead can be transformed by developing a stronger sense of self and living a more authentic, vulnerable, connected, and courageous life. It is her passion to teach the skills of doing just that.



Keesha Buteau, MBA, CNC

BEACON OF LIGHT

Keesha B. Buteau has amassed over twenty years of experience as a nonprofit executive, facilitator, and trainer, and her love for life, people, and business shines through her every endeavor. She has a passion for creativity and growth and believes it is her purpose to be not only a reliable source of encouragement but a beacon for those who need support in search of their own success.

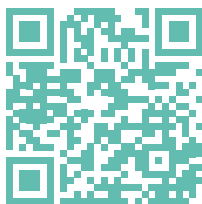


Dr. Mechelle Roberthon,

EdD, CPTD, MCCT, MOS

DR. MECHELLE ROBERTHON ENTERPRISE, LLC

Dr. Mechelle Roberthon's background includes facilitating various workplace culture topics, adult learner engagement, learning management system administration, improving internal performance workflows, and establishing collaborative work relationships. She is also an experienced career and professional development instructor.



To learn more, or to reserve your spot, visit:
brandstateu.com/summit