



Establishing Your Brand **101**

Liz Martin (UC NRF)

TEAM UP





NRF FOUNDATION STUDENT PROGRAM

JANUARY 11-14, 2024 | MARRIOTT MARQUIS, NYC

- Gives college students the unique opportunity to launch their future careers in retail and experience all that the industry offers
 - Retail executives in marketing, merchandising, talent, entrepreneurship, sustainability, diversity and inclusion, supply chain, technology and more share their stories, insights, and what they learned in their careers
 - Students explore various careers paths in the retail industry, meet with dozens of recruiters from their favorite brands, and create visions for their futures, all in just four days
 - The NRF Foundation Student Program is open to all undergraduate and graduate students and all educators at any U.S. college/ university
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Agenda of the Trip...

NRF Foundation Student Program 2024

Thurs 1/11

- Tours & Talks in downtown Manhattan

Fri 1/12

- Welcome event for students
- CEO & leadership guest speakers

Sat 1/13

- Round table talks with company executives
- Career fair: land jobs & internships

Sun 1/14

- Get hired
- Big Show with retailers across the country

While in NYC...

- Explore downtown
- Group dinner
- Creating friendships

<https://nrffoundation.org/campus/newyork>

- Make lasting connections
- Explore the industry
- Land your dream job!

Presenting Your Own Brand to Others...

Prework		Interaction	
01	Internal...	02	External...
	Attire, padfolio, hair, makeup, etc...		Smile, express interest, good eye contact
	Elevator introduction practiced		What makes you special/ an asset to the company?
	Questions prepared for recruiters		Overcome failure/ challenges
	Have business cards/ resumes printed out		Be someone people want to work with
	Know which companies you want to speak with & WHY?		Find shared experiences & let your personality shine through!

Announcements...

- **Events**

- TeamUp pop-up shop... coming soon!
- Fall-themed social: pumpkin painting party (end of Oct)
- Ronald McDonald House volunteer day

- **NRF Foundation Scholarship Applications (NYC in January)**

- Rising Star
- Ray Greenly
- Bright Futures

- **Fostering Diverse Connections (Nov 1 & 2 @5-6:30PM)**

- unique mentorship event connecting diverse students & retail executives
- network and build relationships
- Registration is now open: <https://nrffoundation.org/campus/virtual-events>

Get Involved with UC NRF!

**Join our GroupMe
for updates on events,
scholarship opportunities,
socials, & more!**



Thank You!!!

**Please scan the
QR code
for attendance:**

