

# Establishing Your Brand 101

Liz Martin (UC NRF)



# 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

# 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](https://nrffoundation.org/campus/newyork)

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

# Presenting Your Own Brand to Others...

<b>Prework</b>		<b>Interaction</b>	
<b>01</b>	<b>Internal...</b>	<b>02</b>	<b>External...</b>
	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:**

