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**La Salle University Announces Free “What’s Your Brand”
To Help Students Launch Their Careers**

La Salle University’s chapter of Public Relations Student Society Of America (PRSSA) is sponsoring a free “What’s Your Brand” event Oct. 6 from 5-7 p.m. in the Union Ballroom on the 2nd floor to help college students in their job search and launching their careers.

It will include two expert presentations on “Developing a Winning Personal Brand” by La Salle University Associate Professor Susan Magee and “Optimizing Your Brand” presented by Scott Tattar, the owner and president of Tattar Communications along with 20 min Q&As with each presenter.

The event will also provide attendees with free headshots, free resume critiques, and free dinner and mingling as well. The event will help attendees prepare for job searching and career launch.

The “What’s Your Brand” is free but you must register via LaSalle PRSSA by Oct. 4. For more information contact Chapter President Michael Dunlop at mdunlop@lasalle.edu. Be sure to register by Oct 4.

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About (Boilerplate)

PRSSA — which stands for Public Relations Student Society of America — provides opportunities for students to learn more about the dynamic and growing field of public relations. PRSSA helps students build their professional portfolios, network with area PR professionals for internships and jobs and host professional events. The La Salle PRSSA chapter was founded in 1998 as the PR club and was officially chartered as a PRSSA chapter in 2006. We have 15 active members. Follow us at [@lasalle_prssa](https://twitter.com/lasalle_prssa)