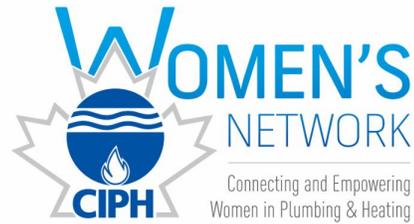


NEWSLETTER

Welcome to our **4th quarterly** newsletter. We're focusing on *Personal Branding*, and launching two exciting new features!

Read on for "**Our Stories**" and our new online "**Network Membership Directory**" on the CIPH website.



"Nowadays, marketing is not only about the product you sell, it's all about how you differentiate yourself from the competition. That's why personal branding is the most efficient way to tighten your relationships with existing and future customers. It gives you the power to focus and develop opportunities that will ultimately lead to a win-win for both parties and form a long-term partnership. The days where your best marketing tool was a great title on a glossy business card are over, it is all about how YOU can make the difference."

Mélanie Schwery, National Sales & Marketing Director, Bélanger-Upt

Melanie is also the Co-Chair of CIPH Women's Network

Personal branding involves managing your reputation, style, look, attitude and skill set. In today's world, online presence on social media platforms is as important as the way you dress for work each morning.



Your personal brand is what other people say about you when you leave the room. It's your professional reputation.

Dorie Clark (Marketing Strategist & Keynote Speaker)



"Building your personal brand on social media takes some work, but it could land you your next job opportunity or help you to foster valuable connections."

Follow the ten steps in the article [**10 Steps to Building Your Personal Brand on Social Media**](#) to ensure your online branding is working for you.



Dressing for Success

It can be very tricky dressing for work. If you have ever felt confused on what to wear and what not to, check out this video to hear guidelines on appropriate workplace attire for both women (starts at 1:30) and men.



Quality of your conversations via email

Check out these useful email tips that you can implement in your email messages that will help you communicate more effectively.

[8 email tips that will strengthen your personal brand](#)

Our Stories - **NEW**

Announcing our new feature, "**CIPH Women: Our Stories**" which spots light on various women working for CIPH members, in a variety of roles. A special "thank you" to these wonderful women for giving us a sneak-peak into their lives and careers.

[Ilana Chilewitz \(Noble Corporation\)](#)

[Jackie Harmacy \(Jones Goodridge Inc.\)](#)

[Nicole Ursu \(Uponor Ltd.\)](#)

Network Membership Directory - **NEW**

You asked for it and we delivered! This directory allows you access to all Network members, Network information and updates.

To access the directory, follow these steps below:

1) Sign in using your CIPH username and password on our website.

[Visit our website](#)

2) On the right corner under "My Profile", you will see "Groups" - click on it.

3) You should now be able to see the Women's Network Directory.

[Next CWN Event - Save the Date!](#)

Cracker Barrel Session - morning of Thursday, October 25, 2018 (*More Details to Follow*)

[CIPH Calendar of Events](#)

If you have any questions about new initiatives or the Network, you can reach us at :

womensnetwork@ciph.com

416-695-0447
1-800-639-2474

