



INDIAN ASSOCIATION OF SECRETARIES AND ADMINISTRATIVE PROFESSIONALS

CIRCULAR
December 2018

Dear Ladies,

We've all been taught that a firm handshake, professional attire, and sound credentials are the makings for a good first impression. Today, that's no longer enough.....

The concept of 'personal branding' has gained momentum over the past few and become somewhat of a buzzword for modern professionals.

Regardless of age, position or business, all of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called "You".

An image you perceive about someone or something or may be the impression you form about yourself over all. An "Image" consist of a variety of factors including their clothing, grooming, tone of voice, vocabulary, facial expression, eye contact, gestures and social behaviours (also known as etiquette)

Only an image consultant can help people project a winning image ..

This month we bring forth a certified Image Consultant from IASP Carrer College, USA – Ms. Rutuja Kantak. To speak upon Self Image and Power Dressing Tips.

So, Don't miss this wonderful opportunity and join without fail in large numbers on :-

**Date & Time : Saturday, 8th December, 2018 at 10:30am
followed by Christmas Party & Lunch**

**Venue : Kirloskar Pneumatic Co. Ltd
Pune 411 013**

**RSVP : Dilnawaz – pavpf@kpcl.net / Wapp 9011354955
Juhi - juhisadhvani@rediffmail.com / Wapp 970617992
(last date for RSVP : 3rd December, 2018)**

WISHING YOU ALL A MERRY CHRISTMAS AND HAPPY NEW YEAR