



21st CENTURY WOMEN'S ENTREPRENEURSHIP, LEADERSHIP, POSITIVE PSYCHOLOGY & MENTAL HEALTH SUMMIT (EDITION 7)

NOVEMBER 08-09, 2024 | Hotel Medium Valencia, Spain



INTRODUCTION: In this session, we will explore practical strategies for enhancing your online presence, building a strong personal brand, and connecting with your audience.

Whether you're an entrepreneur, professional, or content creator, mastering virtual visibility is crucial for success in today's digital landscape.

AIM:

- **Optimize Your Online Presence:** Ensure your website, social media profiles, and digital content are professional, up-to-date, and reflect your brand to attract and engage your target audience.
- **Leverage Digital Marketing:** Use SEO, social media marketing, and email campaigns to increase your online reach and visibility and drive more traffic to your platforms—focusing on the value of analytics.
- **Engage Consistently:** Regularly interact with your audience through in-person and virtual events. Focus on scheduling posts for social media platforms to free up time and maximize your visibility and engagement in the digital landscape.

MATERIALS AND METHODS: I will do a PowerPoint Presentation that shares my story of resilience and success. I will also offer an opportunity to invest in virtual and in-person speaking opportunities and podcast interviews, giving entrepreneurs access to email lists, profitable relationship building, and increased visibility in their industry.

Entrepreneurs and attendees can meet with me by scheduling a 30-minute Meet-and-Greet Session at [Calendly.com/PatRogers/LetsChat](https://calendly.com/PatRogers/LetsChat) or by visiting my website at DrPatriciaRogers.com.

RESULTS: Attendees will be inspired to be more visible on social media platforms, make networking a criterion for building profitable relationships, and understand that challenges set the platform for success.

VISIBILITY IN A VIRTUAL WORLD

Dr. Patricia Rogers

Unity In Service, Inc.
CEO, Where People Need People, USA

Being Seen

Being Heard Increases Brand Awareness

CONCLUSIONS: I aim to connect with the audience of participants, giving them tips, strategies, and processes to enhance their skills and take their businesses to the next level.

KEYWORDS: #Branding #Engagement #Content #Networking
#Social Media #Consistency #Analytics

Biography

"Unity In Service" is committed to creating speaking opportunities for business owners worldwide and takes pride in its efforts to support the global business community." Dr. Patricia Rogers organizes virtual and in-person events to significantly boost your brand's visibility, products, and services and open new avenues for recognition and growth! After a distinguished career spanning 29 years in law enforcement and 12 years in the US Army, Dr. Rogers has transitioned to a new role. She now trains and empowers entrepreneurs, offering them the unique opportunity to excel in their businesses with her guidance and influence. Dr. Rogers has positioned herself as a renowned 2x International Winning Public Speaker | 2x International Best-Selling Author | Business Coach | Social Media Marketer & Event Host & Organizer. "Unity In Service" hosts virtual events for entrepreneurs to "Speak While They Fill Their Seats". Its mission is to assist business owners in raising their level of authority by speaking to the masses. Dr. Rogers has spoken on over one hundred fifty (150) speaking platforms, inspiring and energizing attendees around the globe. Her energy inspires you to Get Up, Suit Up and Show Up! Organizations: Women's Prosperity Network | International Power team USA | Women with Vision | "Dedicated Entrepreneurs" | Co-Author five (5) Anthology Books | Achievements & Awards: | Business Icon Award | Uncommon Leadership Award | 2x Speech Competition Award | Women of Achievement Award | World Women's Conference & Award | Honorary Doctorate of Humanity Award | Jean Lynch Lifetime Achievement Award | 100 Successful Women In Business Award | Shining Star Award | She Inspires Me Award | Who's Who Award | Celebrate You Award.