



Accounting & Financial Women's Alliance
CONNECT • ADVANCE • LEAD
Richmond Chapter

AFWA Richmond Chapter
November Membership Meeting

Tuesday, November 17, 2026
5:30 p.m. – Networking
6:15-7:30p.m. – Presentation and Dinner

Keiter

4401 Dominion Blvd, Glen Allen, VA 23060

Olivia Galik will present

Beyond the Business Card: Building your Professional Brand



Summary:

Great work builds your reputation. Visibility helps it travel. Building your professional brand is about making meaningful connections, communicating your strengths, and staying top of mind when opportunities arise.

Join us to explore practical strategies for networking, crafting an effective elevator speech, and strengthening your professional presence both in person and online. Walk away with simple, actionable ways to build your visibility, grow your network, and open doors throughout your career.

AGENDA

- The Brand You Already Have - What professional branding means, why it matters at every career stage, and how to leverage the tools you already have.
- The Power of Showing Up - Networking etiquette, community involvement, professional associations, and relationship-building
- Finding your voice - Elevator speeches, concise communication, and tailoring your message to your career stage
- Your Digital First Impression - LinkedIn, professional visibility & discoverability, SEO & AEO
- Putting it into practice - Action plan, knowledge check, discussion and questions

LEARNING OBJECTIVES

Identify the key components of a professional brand and distinguish between in-person and digital strategies for building professional visibility.

Apply effective networking etiquette and relationship-building techniques to professional associations, community involvement, and career development opportunities.

Develop a concise, audience-appropriate elevator speech that communicates professional strengths, experience, and career goals.

Evaluate opportunities to strengthen professional visibility and credibility through LinkedIn profile optimization and digital discoverability.

Create an actionable professional branding plan incorporating networking, communication, and digital engagement strategies.

1 hour of CPE credit available*

Cost to attend: \$25 Members, \$30 Guests, Students attend FREE!!

There will be a raffle for some exciting prizes! Each raffle ticket is \$1 to support our scholarship fund.

RSVP at www.afwa-rva.org

For more information, e-mail us at info@afwa-rva.org or visit our LinkedIn Page - **Accounting & Financial Women's Alliance - Richmond Chapter**, Instagram Page - **afwarichmond** or our Facebook Page - **AFWA Richmond Chapter**

***This class is eligible for CPE credits for CPAs.**

NASBA Statement

- Keiter is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.NASBARegistry.org.