

VFW and Lida360 Announce Personal Branding Webinar

Join us on October 20 to discuss the value of personal branding

Oct 17, 2016

KANSAS CITY, Mo.— The VFW has teamed up with [Lida360](http://lida360.com), an international brand strategy firm, to provide service members and veterans transitioning to the civilian workforce with an opportunity to learn about personal branding and strategies for navigating the job search process. Join us on Thursday, October 20, 2016, at 2 p.m. CDT for the free webinar, during which you can learn about personal branding and the important role it plays in interviewing for civilian jobs. The webinar is open to all service members and veterans and can be accessed by visiting <https://vfw.adobeconnect.com/whatispersonalbranding/>.

The webinar is part of the VFW's continuing commitment to help service members succeed in their transition into the civilian workforce. It adds to the [VFW's repertoire of programs](#) that includes virtual career fairs and the Benefits Delivery at Discharge program, which helps transitioning military to complete and file their disability claims with the Department of Veterans Affairs prior to their separation or retirement.

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