



Professional Development Workshops

Crafting Your Sociological Brand

Thursday, October 17, 2019

3:00—5:00pm

Portland, Oregon: Embassy Suites Washington Square



Gary David, PhD

Gary David is a Professor of Sociology, Certified Clinical Sociologist, and private consultant. He conducts ethnographic research in a variety of settings, with research on: (1) integrated experience design; (2) examinations of implementation and use of technology, (3) collaborative communication, (4) organizational culture and change, and (5) assets-based innovation. His consultancy, ethno-analytics, integrates big data in local contexts. Current projects include examining the nature of collaborative activity in multicultural worksites, the impact of speech recognition technology and electronic medical records on healthcare, the implementation of enterprise systems on workplaces, and how co-workers build collaborative relationships through engaging in workplace practices. He is also involved in work applying conversation analysis and forensic linguistics to the examination of customer experience, police interrogations, and workplace interactions.

This workshop will instruct participants on how to craft a sociological brand. Participants will learn a variety of social media branding strategies that can be used, as well as approaches to individual and professional branding. The workshop will also discuss how to turn academic papers into broader-based content for distribution to targeted audiences. Finally, we will explore how to create your own personal brand as a sociologist, using the passion for your sociological imagination into a value proposition and key differentiator to different audiences.

The workshop will cover the following:

- (1) What is branding?
- (2) Identifying your “why?”: Articulating your passion for sociology
- (3) What’s in your sociological toolbox?: Creating an inventory for what you know and do
- (4) Translating your inventory: Linking your knowledge to needs
- (5) Communicating your brand: Customizing your story to social media channels
- (6) Evolving your brand: Augmenting your skillset and expanding your professional network

REGISTRATION FEE: \$25/person or \$75 for 5 organization/company members. Free for conference attendees. A post-workshop networking reception will be held on site, with food included in the registration cost.