

The current economy is bringing about unprecedented change in the way graduates search for work!

**COME TO CLEVELAND IN DECEMBER  
TO EXPERIENCE THE NEW  
CAREER EQUATION**

# **C** **CREATE** **COMMUNICATE** **CONNECT** = **CAREER** the new theory of relativity for design & communication careers

**When: Monday, December 19<sup>th</sup>**  
**8:00AM - 3:00PM**  
**Where: The Plain Dealer**  
**1801 Superior Avenue**  
**Cleveland, OH 44114**

Transform your **CAREER EQUATION**. Learn how to...  
**CREATE** a dynamic and original personal brand that highlights the values only you can bring to the table.  
**COMMUNICATE** confidently and effectively utilize social media to your best advantage.

**CONNECT** with real people from your industry; build relationships; employ the secrets of networking; recognize opportunity; and be remembered.  
In addition we will introduce the path to an entrepreneurial mind-set that will help you turn **CAREER** challenges into opportunities.

**AAF-Cleveland Education Foundation is committed to helping students achieve success**  
**CREATE** a "great" ad; win prizes and \$500 cash via the Students of Advertising Awards (SOFA).  
**COMPETE** for scholarships. A dozen or more are awarded annually through AAF-Cleveland Education Foundation.

**JOIN** the club and become a student member of AAF-Cleveland.  
**LINK** with the \$5 billion Marketing and Communication Industry in NE Ohio for job openings, internships, entrepreneurship programs, and more.

**ACQUIRE** details online at [AAFCleveland.com](http://AAFCleveland.com) or call 216.901.4000 x11.

