



MEDIA ADVISORY

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Mind Your Business: Let the Orange County Library System Give Your Business a Boost

Mind Your Business, the Orange County Library System's series for entrepreneurs, students and anyone who wants to get ahead in business, is featuring five events for December designed to help enhance professional skills.

Effective Public Speaking

Herndon Branch, 4324 E. Colonial Drive

Saturday, December 3, 2 p.m.

Whether presenting in front of an audience or speaking at a business meeting, it pays to have strong public-speaking skills. Public speaking can enhance your reputation, open up opportunities and contribute to career success. Distinguished Toastmaster Peter Gordon and Advanced Communicator Gold Jack Dillon will introduce the principles of public speaking and provide tips on effective communication. Dillon is a Past President of the Orlando International Toastmasters and Gordon currently serves as the group's Vice President of Public Relations.

Oratoria: Cómo hablar en público

Chickasaw Branch, 870 N. Chickasaw Trail

sábado, 3 de diciembre, 2 p.m.

Todos tenemos que hablar en público de vez en cuando y en diferentes situaciones como delante de una audiencia o hablar en una reunión de negocios. Ser un mejor orador público puede mejorar su reputación, abrir oportunidades y contribuir al éxito personal y profesional. Alberto Collazzo y Hector Rocafort introducirán los principios de hablar en público y ofrecer consejos sobre la comunicación efectiva. Albert Collazzo es el Presidente de Toastmasters Internacional de Orlando y Hector Rocafort sirve como el Vicepresidente de la membresía. Este evento será presentado en español.

Multicultural Marketing Strategy

Orlando Public Library, Albertson Room, 101 E. Central Blvd.

Monday, December 5, 6:30 p.m.

The Hispanics market is growing, and it is emerging as a powerhouse of economic influence. Learn the do's and don'ts when reaching out to the Hispanic community from Hernan Tagliani,

Hispanic communications expert and author of *The Hispanic Market for Corporate America: How to Make Your Brand Culturally Relevant*. Tagliani will discuss what you need to develop a strong and successful multicultural strategy.

Financing a New Venture

Orlando Public Library, Albertson Room, 101 E. Central Blvd.

Thursday, December 8, 6:30 p.m.

Michael J. O'Donnell, executive director of the Center for Innovation and Entrepreneurship at the University of Central Florida, will discuss key financing concepts to give entrepreneurs and aspiring entrepreneurs a guide to secure funding for new ventures.

Google Like a Boss

Alafaya Branch, 12000 E. Colonial Drive

Saturday, December 10, 11 a.m.–Noon

Valencia College leads this event that highlights tips, tricks and services the average user might miss when using Google. There will also be details on how the Google algorithm works, including the more than 200 different questions it considers before displaying search results.

For more information about the Orange County Library System's events and classes for business, call 407-835-7323, or visit ocls.info/mindyourbusiness.

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