

# Broadcast & Beyond: Where's the Work ??

Wednesday, January 20<sup>th</sup> from 4:30 PM – 9:00 PM



**Robert Friedman Kym McNicholas Cynthia Zeiden**

Are you an unemployed or under-employed TV professional? Are you interested in moving to online work? This event is for you! You'll get advice from people who worked in broadcast television and have made a career transition in the SF market. Learn about re-branding yourself! And **bring your resume** – all attendees will receive personal feedback from Creative Circle and Career Insiders after the event!

This special event includes –

4:30 – 5:30 PM

**Guided Tour** of the SVSE Showroom according to your needs!  
It's like walking through a mini-NAB with your own guide!

5:30 PM onward

**RECEPTION**

5:30 – 7:00 PM

**Roundtable Discussion** with expert Robert Friedman who specializes in creating strategic marketing plans for career professionals. This session will be particularly helpful to people who have decided to pursue their own business/ consulting – or are considering doing so.

7:00 – 9:00 PM

**Career Panel Discussion** will focus on making the transition from broadcast TV work to other media in the SF market. Kym McNicholas and Cynthia Zeiden, both successful TV professionals who began their careers in broadcast TV and are now involved with on-line media. Kym is an anchor/reporter at Forbes.com, while Cynthia founded Zeden Media in 2000 to deliver global media by partnering with domestic producers or off-shore networks.