



## Special Guest Presentation

### Robert Sette, CT

#### *Overcoming the Discomfort of Self-promotion: Networking & Branding Basics for Freelancers*

Promoting oneself is an uncomfortable proposition, but a consistent brand message is important, whether you are a multinational corporation or a one-person shop. This session will present the basics of branding specifically geared toward the independent contractor or small company, with a particular slant towards the T&I professions. Case studies and anecdotes will be drawn from advertising campaigns and brands with which many of us are familiar, and topics covered will include brand distinctiveness, identity, consistency and introducing a personal flavor to our brands. Attendee participation through discussion and questions will be encouraged.



Robert graduated from the University of Pittsburgh with a B.A. in Spanish & French and a Professional Translation Certificate. He joined ATA and became certified in 1989, and he has worked full-time as a translator since 1992, in addition to working from Catalan to English. He has lived and studied languages & linguistics in Spain, France and Russia.

Robert is currently an ATA Board member and is the President of the Colorado Translators Association. He is an active mentor for new, aspiring translators, and he has taught translation at the University of Pittsburgh and Kent State University.

Robert Sette, CT  
robert@robertsette.com  
@rsette7