

OCTOBER '24 NEWSLETTER

Vol. 1, Issue 2 | [Official Website](#) | Connect with us  

SEPTEMBER WAS A TREAT

The weather has gotten cooler, the sun is setting earlier, and the semester is one month down. Which means the scariest time of year is right around the corner – MIDTERMS. Oh, and Halloween. If a ghost or skeleton asks for help with a SWOT Analysis – that was not us, you're on your own. But don't be too afraid! The GBMA is looking to stack this month with plenty of fun and opportunity.

We want to thank our amazing guests **Daniela Furtado** and **Danny Smith** for their talks in September. We have more events for skill building and networking this month (with a few surprises being planned by GBMA HQ). GBMA has finalized some behind the scenes details that are going to see a much more streamlined process for connecting with all of you.



VOLUNTEER SQUAD

Interested in making a difference and gaining valuable experience? Join the Volunteer Squad at George Brown College!

The key staff behind high-profile GBC events like Orientation, Convocation, 5 to Watch, and the President's Breakfast.

By becoming a volunteer, you'll develop new skills, expand your network, and contribute to the community. Give back and earn skills that make your resume sing.

Ready to join? Fill out the online form at www.georgebrown.ca/volunteer



We've got something brewing...



stay tuned.



OCTOBER EVENTS

*follow @gbmaofficial for any location changes or added events



Looking to **ENHANCE** your resume?

Join us for Professor Danny Smith's **BREAK THE CYCLE** Resume Loop Speaker Event

Thursday Oct 10
3 PM
SJA 455E

[CLICK TO REGISTER](#)

Thurs, Oct. 10th at 3 PM in SJA 455E.

Escape the online resume application loop! Learn how to differentiate yourself in the market and be considered for 80% of unposted jobs. Workshop led by Professor Danny Smith.

Meet **E-Commerce Expert**
Shawna Whish, MBA

Join us for an inspiring talk about Shawna's journey, marketing strategies, and key career insights

WEDNESDAY OCT 30
3 PM
SJA 315A

[CLICK TO REGISTER](#)

Wed, Oct. 30th at 3 PM in SJA 315A

Join us for an inspiring talk with Shawna Whish, the e-commerce leader behind iconic Canadian brands like Loblaws Digital, Sporting Life, and more. Don't miss this opportunity to learn from one of Canada's retail legends!

JOIN THE TEAM!
VOLUNTEER & SUPPORT

POSITIONS

- ASSOCIATE OF HR
- ASSOCIATE OF COMMUNICATIONS & OPERATIONS
- CREATIVE ASSOCIATE
- AMBASSADORS

Slide into our DMs at [@gbmaofficial](#) by Oct. 11th to apply.

CENTRE FOR BUSINESS CAREER FAIR
FALL 2024

Thursday, October 24
10:00 AM - 2:00 PM
St. James Campus

[CLICK TO REGISTER](#)

LET'S TALK

Interested in having the GBMA speak in in your classroom? We don't have a giant GBMA logo to flash in the sky (Finance is working on it). You can reach out to us at gbma@georgebrown.ca and one of our Ambassadors will be in touch!

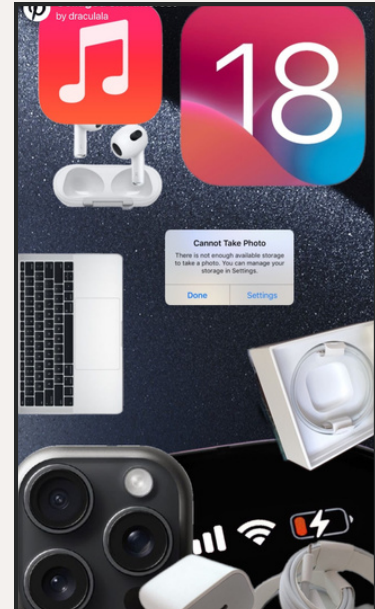
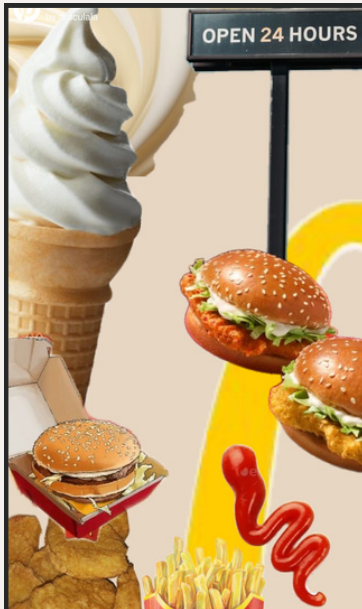
TRICK AND A TREAT

Brand Recognition. Marketers conduct extensive amounts of research to make sure consumers can name their brand by associating it with a logo, slogan, or marker. Some are so engrained in us, just seeing certain color combinations can channel them.

How perceptive are you? Based on these logo free mood boards, guess the brands. Submit your answer in an email to gbma@georgebrown.ca with the Subject line "Marketing Moment Answers". *(must have that in subject line to be considered)*

The winner will get their own **Marketing Moment**. Includes a feature in the Newsletter and spotlight on our social media channels. Tell GBC why you started your Marketing journey and a first look at our new office. Why wait to market your potential?

MARKETING MOMENT



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*connect
with us!*

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