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Rachael Williams

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Illuminessence Magazine is hosting an intimate luncheon at the Pier.

On Aug. 17, the [Illuminessence](#) team will be at [Sarcoa Restaurant](#) highlighting the importance of personal branding. Illuminessence Magazine is a Hamilton lifestyle e-magazine that celebrates young, professional women and their accomplishments.

The event will feature five panelists as well as a live performance by Juno-nominated vocalist and songwriter, Andrea Henry.

"The event is meant to showcase the importance of branding in order to be successful from a variety of different angles," says Alyssa Lai, communications coordinator for Illuminessence Magazine.

Panelists for the event include Laura Babcock, President of PowerGroup Communications, Amy Komosci, Recruitment Coordinator, Jennifer Mak, Workplace Violence and Harassment Research Consultant, Zakiya Toby, Founder and Lead Strategist of Socially Yours and Natalie Sexton, Owner of Sexton in the City Make Up and Jewelry Boutique.



Alyssa Lai

Lai says that company branding is integral to the success of a business, but that personal branding is often neglected.

"We want to focus on things like online identity, one's professional image, how people present themselves, things like that," says Lai.

One of the panelists, Jennifer Mak, takes the idea of personal branding to the next level. As a researcher on workplace violence and harassment, her presentation will focus on different issues that women are confronted with at the workplace and how to overcome them.

"Workplace violence and harassment may not be directly tied to personal branding, but when people experience it, it could affect the way they present themselves or how they are perceived."

Mak says that workplace harassment or bullying, such as gossiping about or undermining others' work, may act as impediments to personal and professional development.

She says that these issues may surface and ultimately affect a person's professional reputation.

The other presenters will be focusing on how to build an online identity, beautification advice, how to dress for success, presentation skills and other personal branding tips.

"I think that it's important for women to be taken seriously," says Lai.

"Oftentimes there are women who need to set themselves apart and view themselves as strong individuals. Our panelists will help them establish a sense of individuality and confidence."

This will be the second public event since the magazine's launch in March. It will take place at Sarcoa Restaurant between 1 p.m. and 3 p.m. Tickets are \$30 per person.

"Sarcoa is the perfect venue for this event. Everything is sophisticated and perfectly themed for what we are going for," says Lai.

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Illuminence

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