



## **Media Career Management Skills: Register Now**

(TORONTO – Thursday, May 15, 2008) WIFT-T Emerging Level Certificate Program course: **Media Career Management Skills** begins **Saturday, May 24**. Register and develop a personal marketing package for yourself or your business.

Designed for working professionals looking to accelerate their careers, **Media Career Management Skills** teaches you how effective marketing tools can help you succeed in the application and interview processes. You will also learn how to evaluate the changing marketplace; how to respond to potential growth and opportunity in your career and/or small to medium sized business. Perfect for anyone in transition or looking to better market themselves on a day-to-day basis. Students are asked to bring their resumes, demo reels, portfolios, website information, etc. to the first class.

### **Instructor: Donna O'Brien-Sokic**

Donna is currently Professor and Program Coordinator for the Film and Television Production Program at Humber College. She acted as Director of Sales and Marketing for 14 years with Walt Disney Television Canada. In 2001, as the first Training and Education Facilitator for the Directors Guild of Canada – Ontario, Donna developed and increased their training programs from five to forty-five courses in just two years.

Taking place over three Saturdays, the course runs **May 24, 31 & June 7, 2008, 10 am – 3 pm**.

The WIFT-T Emerging Level Certificate Program is in partnership with Humber School of Media Studies and Information Technology. It is recommended for working professionals with at least one year experience in the industry or related university or college training.

Participants will also receive a complimentary registration to both the **Shibley Righton Breakfast Stories Series: Alternative Marketing Tools** and **Career Management in a Changing Industry**.

For more information on the program and how to apply, visit [www.wift.com](http://www.wift.com).

Presented in partnership with NBC Universal and with the support of the Ontario Media Development Corporation on behalf of the Ministry of Culture and the Ontario Ministry of Training, Colleges and Universities.

Women in Film and Television - Toronto (WIFT-T) is a not-for-profit professional organization founded in 1984. WIFT-T supports women in screen-based media (film, television and digital media) to build, advance and sustain their careers nationally and internationally. WIFT-T does this through hands-on high quality programming, mentoring, networking, and industry events that recognize the talents and potential of women. Our mission is to enhance the skills of our members so they can become significant decision-makers at all levels of the industry.

For more information, please contact:

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[www.wift.com](http://www.wift.com)

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