



SULLIVAN SPEAKER SERVICES

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VICKIE SULLIVAN RETURNS TO HARVARD FOR AN ENCORE PRESENTATION OF HER PERSONAL BRANDING STRATEGIES

TEMPE, Ariz. January 2007 -- Due to the resounding success of her October appearance at Harvard's John F. Kennedy School of Government, premier market strategist Vickie Sullivan has been invited for a return engagement. Sullivan will follow up on her "Building a Big Bandwagon" presentation with an interactive opportunity for students to apply her personal branding strategies.

Originally motivated to share her techniques with students who have the potential to influence global politics, Sullivan unveiled secrets used by prominent experts to create their personal brand. Now she returns to help students get ready for the real world by teaching them how to apply her branding solutions. "I am deeply honored and humbled by the student's response," says Sullivan. "Helping them create great things is truly my heartwork."

This program is part of a series sponsored by the Women and Public Policy Program (WAPPP) and is open to the entire student body. The session will be held Tuesday May 1 from noon to 1:30 pm in Bell Hall, 5th floor of the Belfer building. For more information, contact Kerry Conley at Kerry_Conley@harvard.edu

The John F. Kennedy School of Government at Harvard provides over a dozen executive and degree programs that train the next generation of leaders by focusing on analytical reasoning and the art and science of politics and public management. Approximately 906 full-time students are enrolled in the school's master degree programs, about 43 percent of which are international, representing 80 countries.

President of Sullivan Speaker Services, Inc., Vickie Sullivan is nationally recognized as the top market strategist for experts. Since 1987, she has helped thousands of prominent people grow their influence with customized strategy and branding solutions. She speaks throughout the U.S. and Canada about positioning in high-fee markets and her market intelligence updates are distributed to experts in the U.S. as well as 17 countries. Vickie's articles have been published in a wide variety of publications, including USA Today magazine and the Handbook of Business Strategy. She has also been quoted in mainstream media such as Fortune.com, The New York Times and Investor's Business Daily. Committed to helping women increase their influence worldwide, Vickie is a member of the Women's Leadership Board at the John F. Kennedy School of Government.

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