



**BOB GOLD & ASSOCIATES**  
*We Build and Burnish Brands*



**Tue, March 30, 2021  
Noon (Pacific)  
Webinar**

Register here:  
<https://tinyurl.com/2tzfw37h>

## **Using the Information Interview A Powerful Tool in Job Search – *and in Life***

Are you fully aware of the power of informational interviews in your career development? In this webinar, you will learn how to use this powerful information gathering and networking tool to build meaningful professional relationships and to uncover and secure the dream job or internship you have been seeking. Join us for a productive workshop led by USC alumnus, Bob Gold, for valuable tips for your next informational interview.

### ***This workshop will cover:***

- Goal setting
- Asking for the informational interview
- Asking questions to drive your objectives
- Your story as an elevator pitch – what is it?
- Following up after the meeting
- Etiquette for reaching out for new contacts

**Bob Gold** is the Founder & President of Bob Gold & Associates, one of the nation's premiere independent integrated communications public relations agencies. Gold is also Managing Partner of Hemisphere Technologies Inc., dedicated to investing in publicly traded and privately-held technology companies. He is the author of the popular children's picture book, The Shiny Penny and holds a Masters' degree from the USC Annenberg School of Communications, where he also sits on the Alumni Board of Directors.

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