



MEDIA ALERT – For Wednesday, June 17

KAPLAN UNIVERSITY TO HOST PUBLIC SPEAKER SERIES ONLINE

Bimonthly webinars will feature information from notable authors, luminaries and experts in various fields

WHAT: Kaplan University, a leading provider of online education for adult learners, kicks off a series of free, informative webinars for the public. The live, bimonthly programs are accessible online via the social networking site Facebook and provide an interactive platform for participants to watch a presentation via Adobe Connect and ask questions of Kaplan University's guest speakers. All programs will also be archived and available online anytime through the site.

Provided through a partnership with Kaplan Publishing, the guest speakers will consist of bestselling authors, luminaries and prominent experts in a number of fields. To add relevance for students and faculty, each installment will align with related programs at Kaplan University.

WHO: The first installment of the series will feature Dan Schawbel, author of *Me 2.0: Build a Powerful Brand to Achieve Success*.

A personal branding professional, Schawbel will discuss how individuals can improve their career success by leveraging the power of the Internet to create a strong brand in today's job market. He will walk participants through his four-step personal branding process, with guidance about protecting one's digital identity, improving search engine recognition and using social media to promote oneself.

The webinar is open to the public and will be moderated by Betty Vandebosch, Ph. D., Dean of Kaplan University's School of Business and Management

WHEN: 7 to 8 p.m. EST, Wed., June 17

WHERE: To attend this event or others like it, join the Kaplan University Speaker Series group on Facebook at <http://www.facebook.com/group.php?gid=92800353791>

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About Kaplan University

Kaplan University offers a different school of thought for higher education. It strives to help adult students unlock their untapped talent by providing a practical, student-centered education that prepares them for careers in some of the fastest-growing industries. Based in Davenport, Iowa, the University is regionally accredited by The Higher Learning Commission (HLC) and is a member of the North Central Association of Colleges and Schools (NCA). Kaplan University offers more than 100 academic programs and currently serves more than 58,000 online and campus-based students. To learn more about Kaplan University, visit www.kaplan.edu/talent.