

## **BRENDA BENCE RECEIVES DESIGNATION OF CERTIFIED SPEAKING PROFESSIONAL**

**CHICAGO – April 2011.** Internationally-recognized branding expert and award-winning author Brenda Bence has earned the designation of Certified Speaking Professional (CSP). The title is conferred by the National Speakers Association (NSA) and the Global Speakers Federation (GSF), which are recognized as the world's leading professional speaker associations. Fewer than 10% of the organizations' members receive this honor.

The CSP designation was established in 1980 and is given only to those speakers who have earned the title based on their accomplishments in the field of professional speaking. CSPs must meet strict criteria, including a documented track record that proves expertise, impeccable ethics, exceptional client service, and commitment to ongoing education. CSP designees must also serve a minimum of 100 different clients within five years and present a minimum of 250 speaking engagements within that five-year period. Ratings from satisfied clients also play a significant part in choosing those who will receive the title.

"I'm thrilled to have earned the designation of Certified Speaking Professional," says Bence. "To be able to share meaningful information with an audience is one of the most fulfilling things I do, so earning the designation as a Certified Speaking Professional is truly the icing on the cake."

Renowned as a trainer and executive coach, Bence has distinguished herself as a speaking professional in just five years' time – the minimum number of years required to receive the CSP designation. As President of Brand Development Associates International, Bence now travels the world speaking, training, and coaching individuals and corporations to greater success through creative, yet practical brand development. She has presented at major conferences and company meetings for many of the world's top corporations.

With an MBA from Harvard Business School, Bence began her 25-year career as a marketer, developing mega brands for Procter & Gamble and Bristol-Myers Squibb across four continents and 50 countries. In addition to her speaking engagements, Bence has appeared on numerous television and radio programs and has written dozens of articles on the subjects of branding, coaching, and leadership. As a certified executive coach, she works individually with some of the world's top CEOs to help them further their careers and their individual leadership personal brands.

Her three books in the *How YOU™ are like Shampoo* personal branding series have won a total of ten national book awards, including Grand Prize in the Best Beach Books Festival. All of the books provide readers with the world's only step-by-step, start-to-finish system for defining, communicating, and taking control of their personal brands. The first book is focused on the corporate world, while the second book, *How YOU™ are like Shampoo for Job Seekers* adapts the system specifically for those who are looking for a new job. In the third book in the series, *How YOU™ are like Shampoo for College Graduates*, Bence revised her groundbreaking system to help college grads understand the process of creating a personal brand for job interviews – even though they may have little practical work experience.

Brenda Bence is available for television, radio, and press interviews nationwide to talk about topics on personal or corporate branding. Visit [www.BrendaBence.com](http://www.BrendaBence.com), contact +1-312-242-1830, or email [Daniel.Jackman@BDA-Intl.com](mailto:Daniel.Jackman@BDA-Intl.com) for availability.