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Author and Influencer Brittany Hennessy to speak at special Library After Hours event

ORLANDO, Fla. (April 12, 2019) – “Many people think they’re afraid of failure, but what they’re actually afraid of is success,” says author and Influencer Brittany Hennessy in her best-selling book *Influencer: Building Your Personal Brand in the Age of Social Media*. “Success can quickly turn your life upside down, but if you plan for it, you will be prepared.”

Hennessy will be the special guest for the first Library After Hours event, which takes place on Friday, May 10 at the Orlando Public Library, 101 E. Central Blvd. She will speak to attendees on the growing

influencer market and provide insight on how to build a standout personal brand in the exhilarating world of social media.

Hennessy is the co-founder and Chief Relationship Officer at CARBON, a full-service influencer marketing agency. She has helped numerous brands with their campaigns and often lends her expertise to small businesses and influencers as a consultant.

Influencers, individuals who have the power to affect the decisions of others because of their knowledge, position or relationship with their audience, have built what Hennessy calls “social currency.” Studies have found that people are more likely to purchase a product they saw or heard about through an influencer rather than a promotion from a brand’s advertising.

“There’s lots of money at play,” said Hennessy, noting that women lead the influencer-marketing industry. “These girls make so much money. There are families of four who make \$20,000 and girls can clear that in two campaigns.”

This event will include a question and answer session in addition to a book signing. Enjoy refreshing drinks as you mix and mingle with others. VIP access will be available, including early entrance, preferred seating and a chance to meet Brittany before the event.

Hosted by the Friends of the Orange County Library System, Library After Hours featuring Brittany Hennessy takes place on May 10 at 7pm. All event proceeds will benefit the organization, which raises money to support important library programs like this one.

Visit ocls.info/libraryafterhours to purchase your tickets today.

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