

The Art of Self-Branding

Personal branding is how we market ourselves to others. Many successful people use personal branding as a career strategy for creating value, expert positioning, and as a way to increase audience size and attention, and eventually accomplish career success.

Objectives

At the end of programme, participants should be able to:

- **Understand importance of personal branding**
- **Discover inner strengths and weaknesses**
- **Identify the types of personal branding**
- **Identify internal branding and external branding**
- **Learn the 4Ps in personal branding**
- **Learn self-positioning**

Outline

1. Understanding personal branding
2. Discover your inner strengths and weaknesses
3. Types of personal branding
4. External branding – how do you project yourself
5. 4Ps in personal branding (product, promotion, price and place)
6. Building skills to gain and maintain employment
7. Handling interviews: listening and answering questions

Who Should Attend

Business owners, entrepreneurs, trainers, financial advisors, real estate agents, sales professionals, corporate executives who want to move up the corporate ladder, recent graduates and other job seekers who want to make an impact.

Seminar Details

Date	: Friday, 22 March 2019
Duration/Time	: 3 hrs/ 9am to 12noon
Venue	: Hotel Grand Pacific
Net Fee Payable	: \$107.00 (incl. GST\$7)

Fee includes handouts & teabreak.
No refund for cancellation but a replacement will be accepted.

Enroll Now

@ Website Registration	: www.ustage.com.sg
☎ Contact Hotline	: 6222 2461/ 6221 1241
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