

PERSONAL BRANDING A POWERFUL TOOL FOR A SUCCESSFUL CAREER

This workshop will help **you** if you wish :

- to stand out and prove (demonstrate) your added value to recruiters, clients or potential clients
- to build and promote a strong and long lasting personal brand to raise your visibility your credibility and to be recognized within your field of expertise
- to control your digital identity and reputation in the age of social networks and Web 2.0

OBJECTIVES

Manage your professional digital identity, visibility and reputation to build a successful career

TARGET

TO ANYONE

PARTICIPANTS

20 maximum place

DATE

PLANNING [WWW.ESCPEUROPEALUMNI.ORG](http://www.escpeuropealumni.org)

TIME

FROM 12H15 TO 13H30

PLACE

WEBINAR

COST

10 euros for due-paying members
20 euros for non-contributors members and outsiders

SPEAKER

Olivier Zara
Social Media and management consultant

PROGRAM

- ❶ Find out about yourself
- ❷ Raise visibility (awareness) in your work life
- ❸ Be recognized within you work environment