

Workshop on Personal Branding

Know Who You Are?



September 17, 2016

9:00 am to 5:00 pm

IBA City Campus

Fee: 12,500/-

Program at a Glance

Design yourself as you want your brand to be seen by the world.

Without knowing it, every day you are building your own brand, each of us does something exceptionally well; this means that we can offer unique perspectives that are valuable to others. These perspectives arise from our personal experience and extensive, ongoing learning through research and professional development, we need to reflect on our understandings, skills, abilities, and package our experiences in a creative way because it all adds up to create a personality that distinguishes you from others, thus establishing your own personal brand that promotes you to your target audience.

Learning outcomes

At the end of the workshop, participants will:

- Understand Personal Branding and its advantages for employed as well as entrepreneurs
- Be able to distinguish yourself from the competition
- Have enhanced confidence in yourself combined with the ability to reach out more effectively
- Have the keys to developing personal brand
- Have the ability to promote their businesses assertively and effectively to their financial benefit
- Be able to deliver 1-minute personal branding statement
- Be able to showcase your specialty
- Connection to your target audience

Is This Program For Me?

The course is very much a workshop as there is role play together with real play allied with work sheets making it a very practical and competency based course, which is hands-on in orientation. Every participant should leave with follow up and a personal one-o-one on Image Building.

Topics Covered:

- Introduction of yourself
- Wishing to Action
- Essentials of Personal Branding
- Identifying the RED space
- Developing rapport with your Brand
- Identifying personal areas of improvement
- Preparing steps
- Personal Tool Kit
- Utilizing the Power of Social Media
- Getting Ready to Face the 'Audience'
Personal one-o-one

Skills Development Program

Adding Skills to Experience



Trainer's Profile

Abdul Sami

The Facilitator is a certified trainer and a learning expert of the art of networking and has a diverse experience ranging from change management, professional counselling and advisory matters. He is also an excellent speaker, researcher and management consultant. His area of interest includes resolving difficult situations, conflict management, people management and personal branding.

Sami has a passion for empowering people to take control and action through learning. His programmes are exciting and energy charged while being results orientated. He has been working with both National and International organizations as a General Secretary and Lead Facilitator since 1999. He is also a Member of Citizens Foundation Pakistan, and a member Board of Directors and General Secretary of one of the Rotary Sponsored Clubs in Karachi. He is currently working with a large multinational as an Advisor.

Registration form & Fee Voucher are available at our website: <http://sdp.iba.edu.pk>.

Fee is to be deposited in cash / pay order in any branch of FAYSAL BANK Ltd., A/C No. 110-2162113-006.

No fee will be accepted in cash/cheque at our office.

For Registrations



Skills Development Program

Adding Skills to Experience

Who Should Attend?

- * Anyone who want to succeed in their life
- * Industry professionals who need to enhance their persona, motivation or mindset.
- * Social Media / Electronic media artists / Personal Branding Executives
- * Students who have just finished or about to finish their studies.
- * Marketing / Sales professionals wanting to leverage potential business opportunities.
- * Social Media / Electronic media artists

For Queries & information

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