

Workshop on **PERSONAL BRANDING IN THE DIGITAL ERA**

WHO SHOULD ATTEND

Overall, anyone who wants to build and maintain a strong online presence for professional purposes can benefit from attending a workshop on crafting personal brand online.

MODE

Online

INVESTMENT

15,000 +5% SST

PROGRAM OVERVIEW

In today's competitive job market, having a strong personal brand is essential for professional success. This course will provide you with the tools and strategies you need to build and maintain a powerful personal brand that stands out in your industry.

Through a combination of lectures, discussions, and hands-on activities, you'll learn how to craft a compelling personal brand that communicates your unique value proposition and resonates with your target audience. You'll also learn how to leverage social media, particularly LinkedIn, to expand your reach and build your online presence.

LEARNING OUTCOMES

Participants can learn what content and which platforms suit them to launch their personal brand. The keywords can they use to utilize their personal brand to grow their online presence.

1. **Increased visibility and reach:** By learning how to effectively promote their personal brand online, participants can increase their visibility and reach to a wider audience. This can help them build a stronger online presence and establish themselves as thought leaders in their industry.
2. **Improved credibility and reputation:** A strong personal brand can help participants establish themselves as credible experts in their field. By learning how to build a consistent and authentic brand online, participants can build trust and credibility with their audience.
3. **Increased career opportunities:** A strong personal brand can help participants stand out in a crowded job market and attract more career opportunities. By learning how to leverage digital marketing tools to promote their personal brand, participants can increase their chances of landing their dream job or securing new business opportunities.
4. **Better networking opportunities:** By building a strong personal brand online, participants can attract more networking opportunities and connect with like-minded individuals in their industry. This can help them expand their professional network and create new opportunities for collaboration and growth.
5. **Improved communication skills:** A personal branding course can also help participants develop their communication skills, both online and offline. By learning how to create compelling content and engage with their audience, participants can improve their communication skills and become more effective communicators overall.

TRAINERS PROFILE

Adil Tanveer

Business Manager



Adil Tanveer has over a decade of experience in the marketing space across pharma, consumer, retail sectors. He has successfully managed brands in various stages of their lifecycle, from ideation to launch, and has a proven track record of driving growth and success through strategic branding initiatives.

Adil believes in a practical, hands-on approach to training that allows participants to apply what they learn in real-world situations. He also provides personalized feedback and coaching to each participant to ensure they leave the workshop with a clear understanding of their personal brand and how to leverage it in the digital space.

With Adil's extensive experience in the marketing space, combined with his passion for personal branding and digital marketing, he is the ideal trainer for individuals and organizations looking to establish a strong personal brand digitally.



DISCOUNT POLICY

Group discount for 10% for 2 or more 15% for 5 or more participants.

CONTACT US:



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PROGRAM & POLICIES

Registrations are only confirmed when full payment has been received from a participant. For a detailed cancellation policy, please visit: <https://sdp.iba.edu.pk/cancellation-policy.php> The Institute may cancel or postpone a program due to insufficient enrolment or unforeseen circumstances. In this case, the institute will refund registration fee, but will not be responsible for any other related expenses including cancellation/change charges by airline and travel agencies. The Institute reserves the right to make changes in its program dates, faculty, policies, and fees at any time. Payment can be made via cheque/bank draft payable to the "Institute of Business Administration, Karachi"

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