

A Unique, Useful and Fun Workshop on ...

Personal Branding



Discovering & Harnessing ...
... the Brand Called YOU

13 July 2006, Orchard Hotel, Singapore

Led by:

Ms Olivia Fox Cabane

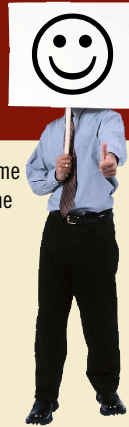
International Speaker, Trainer, Coach, Author and Networking Expert

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YOU have a brand already—you're just not aware of it. Right now, every minute, every hour, you're branding yourself without realising it. What you wear, say, and do all contribute to building your brand. However, since you're not consciously controlling it, it might not be the brand you want. Don't leave it up to chance!



Branding is what enables you to stand out from the pack. For companies, good branding is why Starbucks can charge double their competitors' prices for the same coffee - and still have full house. For people, personal branding is what turns some people into superstars, while others plod along in ordinary careers. What's the secret behind Madonna, Richard Branson, or Bill Gates? Branding.

A strong brand is what helps you thrive even in difficult times. It will increase your visibility and credibility, set you apart from your peers, and enable you to increase your compensation or fees. With good branding, you get to work on better projects. And you will understand yourself better, increase your level of confidence and self-esteem, and achieve your professional goals.

When done right, personal branding is simply irresistible. It's learning how to get credit for who you are - how to succeed while staying true to yourself and your values. In fact, your values will become our guiding lights in discovering your brand.

Personal branding is not about creating an entirely new identity - it's about uncovering the strengths, skills, and personal attributes which are already in you. Just like Michelangelo could see a complete statue in an uncarved block of marble, and "simply make it emerge", we will see the perfect brand already in you, and allow it to emerge. Personal branding is permission to be your authentic self.

- Would you like to know what your personal branding is?
- Wouldn't you want to find out how others perceive you?
- Don't you want to know how to uncover your strengths and make your personal brand stronger?

If you have answered "YES" to any of the above questions, then this fun and exciting workshop is for YOU!

Finally ... an interesting, useful and reveal programme that will help discover the real YOU and make your personal brand shine. At the end of the workshop, you will:

- Identify and discover your own personal brand
- Understand how your own personal brand will serve you
- Learn how to personalise your brand through your values, passion and life's purpose
- Know how to bring all the brand elements together to allow your personal brand to shine through
- Discover how to communicate your brand in person and with technologies (blogs and podcast)
- Find out ways to evaluate your own brand and create your own personal annual report

1. What is Personal Branding?

- Understanding the importance of personal branding
- Grasping how it works: Exposing the essence of a brand.
- Determining your goals: What purpose should your brand serve? What should it help you achieve?
- Knowing your competition: To stand out from the pack, you need to know which pack you need to stand out from.
- Understanding your target audience

2. What's Your Brand?

- Taking stock of your personal assets through a strengths and skills assessment.
- What is your unique selling proposition?
- Personalising your brand: What are your values, your passion, what matters most to you? What is your life purpose? What would you want to see written on your tombstone?
- Knowing your image. 360 Feedback: How do others perceive you? How do you want to be known?
- Bringing all your brand elements together

3. Broadcasting the Brand

- Establishing a communications plan with goals and milestones
- Determining what are the best channels for you (including the newest technologies such as blogs and podcasts)
- Communicating your brand in person, instantly and effortlessly
- Developing a plan to link your brand to all that you do.
- Learning how to live and breathe your brand: in your style, activities, & environment.

4. Brand Maintenance, Evaluation and Upgrade

- Defining metrics to evaluate your brand
- Creating your personal annual report



Ms Olivia Fox Cabane

International Speaker, Trainer, Coach, Author, Internationally Renowned Networking Expert and Executive Director, Spitfire Communications LLC

Olivia's passion for networking has brought her to lecture at Yale, MIT and the United Nations, and to be frequently interviewed as the current networking expert on both radio and television. Before founding Spitfire Communications, Olivia directed international relations for the Circle of American Nations, representing this organization in New York and negotiating their international partnerships. Prior to this, she handled international relations for a global network of 40,000 expatriates.

A former legal counsel, Olivia has worked with an Am Law 50 law firm, as an in-house counsel for a Fortune 500 company, and as a solo practitioner. Her education includes three Master's degrees in French, German and European Business Law respectively. Olivia has both French and American nationalities; she has lived and worked in 7 countries and is fluent in 4 1/4 languages (her Mandarin stinks).

Olivia is on the Board of Editors of the National Law Journal monthly publication, Marketing the Law Firm, where she is a regular columnist. She is also on the Board of Editors of Strategies, and is an Advisory Board Member of Columbia University's AIESEC Council. She was recently named Foreign Trade Advisor to the French Government.

To register, please contact **Partners Conference & Event Management Pte Ltd**
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Personal Branding Fun-shop, 13 Jul 2006, Orchard Hotel Singapore

Registration Fees (nett per workshop) Normal Register by 30 Apr 2006
S\$495 S\$450

YES! Please register me / us:

Name of Delegates	Designation	Email
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