Activating Brand You

Webinar information

To stand out in VET you have to develop a strong personal brand presence - both as an individual and an organisation. It's about developing your Thought leadership. There's no better way to engage clients, enthuse staff and drive performance than to develop the thinking of your best people and having them powerfully connect with the marketplace.

It's about strategically positioning your key employees as market innovators, futurists and influencers. Done well, it leads to a range of performance enhancements:

- sales conversions increase
- client engagement is deepened
- innovation is accelerated
- culture is enhanced
- talent is retained and attracted

Few businesses do this well. In this Webinar, Mark Hodgson introduces the big picture principles. He then gets specific about HOW you can help your people to build the confidence they need to get their ideas out into the world to create influence and make a difference.

date	Online	5 April 2017
cost	$49 Members	$79 Non-members

time	11.00am - 12.00pm (AEST: QLD) 12.00pm - 1.00pm (AEDT: NSW, ACT, VIC, TAS) 10.30am - 11.30am (ACST: NT) 11.30am - 12.30pm (ACDT: SA) 9.00am - 10.00am (AWST: WA)

Key topics covered in this session

- How the game has changed and why we all need to develop our personal brand
- Building your confidence as an influence - what makes you unique?
- The 3 areas of thought leadership
- How to create a consistent stream of great content that activates you and your business
- Just press send! Getting started
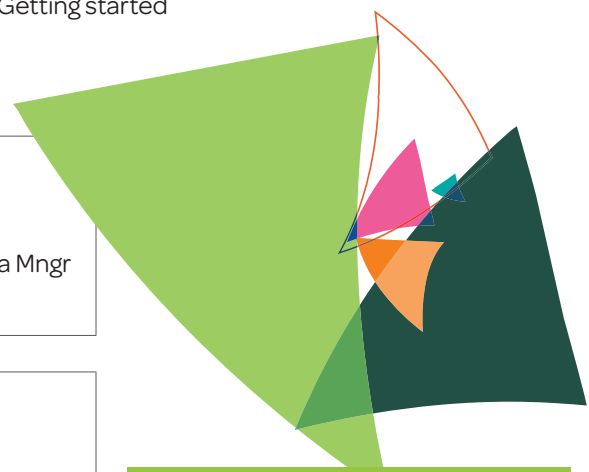
Who should attend?

- CEO/Owner
- RTO/Compliance Manager
- Private Individual
- Government Officer
- Head of Faculty/Dept/Area Mngr

Workshop includes

- Resource kit with Powerpoint slides & templates
- Electronic resources
- Electronic Statement of Attendance

REGISTRATION

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Notes

All fees stated are inclusive of GST.
Minimum numbers are required for webinar to proceed.

Contact

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