

Representing Your Virtual Brand



Overview

Now that we are faced with spending so much time in the virtual space, working remotely and with less face-to-face time with colleagues, customers & suppliers, we need to consider how best to represent our personal brands - virtually. Whether that involves understanding the etiquette for successful virtual meetings; how best to present our ideas or considering our digital presence on social media, we need to ensure that we still present ourselves in a positive and professional manner.

Purpose	To successfully represent your personal brand in virtual communications
Key Objectives	<ul style="list-style-type: none">• To present yourself well in virtual meetings• To communicate clearly when working remotely• To market yourself digitally & expand your professional network
Content	<p>Creating your personal brand</p> <ul style="list-style-type: none">• What is a personal brand & why is it important?• Representing your brand - what do you want to stand for, what is your work persona?• Balancing authenticity with professionalism <p>Virtual communication</p> <ul style="list-style-type: none">• Pet peeves & best practice for virtual comms• Ways to represent your brand virtually - which method is best?• Best practice for virtual communication• How to engage with people virtually <p>Virtual meetings</p> <ul style="list-style-type: none">• How to represent yourself well in virtual meetings• Virtual meetings etiquette• Managing expectations & understandings people's communication preferences <p>Building a professional network</p> <ul style="list-style-type: none">• Linked In and social media - what does your digital footprint say about you• How to effectively market yourself to your colleagues & build a strong professional network <p>Presenting your brand</p> <ul style="list-style-type: none">• Creating your personal brand identify• Presenting your brand to others
Logistics	Sessions are interactive & require full audience participation. Participants will need a webcam & microphone on a laptop or mobile device. The session will be run in Zoom (or equivalent platform) and a PDF of all slides will be made available following the session.

