

MANAGING YOUR PERSONAL BRAND IN A DIGITAL AGE



Presented by

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Why does your personal brand matter?

Your personal brand is a story about who you are and what you do. It's your opportunity to present yourself, both online and offline, to a broader audience and tell them your story.

Your personal brand is the image you put forward, it should be reflective of what you stand for, your values, beliefs and the core of who you are as a person. Your personal brand is your secret sauce, the thing that sets you apart from everyone else.

It's imperative that we take the time as professionals to understand what makes us unique and this conversation will give you some techniques and guidance as to the questions you should be asking yourself, as well as some of the platforms you can leverage to tell your unique story.

James Ciuffetelli is a transformational leader with 30+ years of experience. James focusses his vision on long-term goals, aligning and changing systems, while developing and educating others towards greater organizational effectiveness. Improving go to market experiences, and realising growth potential, James uncovers and unlocks value across an organisations ecosystem, whether in an individual team, or the business as a whole.

This session will be chaired by: **ANDREA PETROCCO** Compliance Lead | IAG & AILA VIC State President

Thursday
29 April
2021

**LIVE
WEBINAR**
4:00pm –
5:00pm
EST

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