

Personal Branding Workshop Outline

In our highly competitive, transparent and flat world, cultivating positive perceptions is a key factor in professional success! Reputation, visibility and relationships are highly regarded by savvy employers! Realizing your true worth means marketing and showcasing brand YOU in an attractive and organic way that creates powerful first impressions! What feeling do you want people to walk away with when they interact with your brand? Your Personal Brand is your most valuable asset that requires patience, dedication and effort to develop. This workshop teaches you the art of building and leveraging your Personal Brand for career success.

- It's a new world
- Understand Personal Branding. Why Brand?
- The pillars of successful brands
- The art of leveraging YOU



Teg Brar, Workshop Leader

Teg Brar, MSc. Principal, Alpina International <http://www.alpinainternational.com>
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Teg Brar, MSc. is an innovative educator and mentor with a passion for helping people leverage their Personal Brands for career success in the 21st century. He is a Personal Branding thought leader, workshop presenter, career development executive and an international education counsellor and works with organizations such as the British Columbia Institute of Technology, Cesar Ritz Colleges Switzerland and Vancouver Premier College. Over the last seven years, he has taught extensively in the areas of Marketing, Personal Development, leadership and hospitality and in the past practiced the art of service management in top luxury hotels in Switzerland, United States, Australia and Canada. He presently serves as a Mentor in the Leaders of Tomorrow Program at the Vancouver Board of Trade.

Teg Brar's educational background includes a Master of Science Degree from Johnson & Wales University, USA and a Diploma from Ecole Hotelier Cesar Ritz, Switzerland.