

# MASTERING PERSONAL BRANDING

**Building your professional  
identity for the future workplace**

Unlock your personal brand to elevate your professional impact. This workshop equips all professionals with practical strategies to build and communicate a strong personal brand for career growth and success.



## WORKSHOP CONTENT



- What is personal branding?
- Why does personal branding matter?
- Who needs personal branding in the 2026 workspace?



- Personal branding trends in 2026
- Brand audit: assess your current brand
- Define your own personal brand
- Communicate your brand in daily life
- Communicate your brand on digital platforms
- Practical tips to build your personal brand
- Q&A Section



**Cantonese**  
with English materials



**4 August 2026 (Tue)**  
9:30am – 5:30pm



**HKIHRM, Units 1810-15, 18/F,**  
**Millennium City 2,**  
**378 Kwun Tong Road,**  
**Kwun Tong, Kowloon**  
(3-minute walk from Ngau Tau Kok MTR station exit A)



**Member**

**HK\$ 2,000**

**New Member**

**HK\$3,245**

**SPEAKER**

**Ms Cecilia Chan**



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