

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



4 August 2026 (Tue)
9:30am – 5:30pm



Ms Cecilia Chan



**Cantonese
with English materials**



HKIHRM



Price

Early Bird Offer*

[Only if enrolment & payment
are received by 3 July 2026]

Member

HK\$2,200

HK\$2,000

New Member

(Inclusive of new
membership
joining fee)

HK\$3,445

HK\$3,245



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