

Boost Your Professional Brand and Network via LinkedIn and other Online Channels



25 January 2027 (Monday)
2:00pm - 5:00pm
CPD Hours: 3



Cantonese
(with English materials)



HKIHRM

Build a professional presence that helps others understand what you bring to the table and gives you a starting point for connecting. This practical workshop equips working professionals from diverse backgrounds to showcase their strengths, reach out with confidence, and turn online introductions into meaningful conversations and in-person connections. Participants will leave with actionable strategies to grow your network, follow up effectively, and build lasting professional relationships on LinkedIn and beyond.



Aligning their personal brand with their target audience's needs



Audit their online presence and communicate a clear, consistent professional brand



Strengthen their LinkedIn profile and create content that showcases their expertise, interests, and professional value



Identify relevant alumni, industry professionals, mentoring platforms, and online community to expand their professional network



Apply practical strategies to build networking confidence, nurture long-term relationships, and explore collaboration and career opportunities through outreach messages and informational meetings



Trainer
Ms Winnie Tam

- Professional Certified Coach (PCC)
- Certified Professional Co-active Coach (CPCC)
- ACE Certified Coach – trained by Google's Global Head of Coaching & ICF Co-founder
- Certified Facilitator with LEGO® SERIOUS PLAY®
- SHL-certified to conduct SHL OPQ Personality and Ability Assessments



BRAND



Price

Early Bird Offer

[Only if enrolment & payment are received by **20 November 2026**]

Member

HK\$1,200

HK\$800

New member

(Inclusive of new membership joining fee)

HK\$2,445

HK\$2,045

**Enrol
Now**

