

Event Details	
Event Name	Value Added Course
Topic	Value Added Course on Personal Branding
Date	2024-09-02 to 2024-09-27
Mode	Offline
Venue	LH-401,Rockefeller Block
Organizer Name	Chitkara Business School
Resource Person	Ms.Dolly Sharma Corporate Savant
No. of Participants	43
SDG No	SDG 4: Quality Education, SDG 5: Gender Equality, SDG 8: Decent Work and Economic Growth, SDG 9: Industry, Innovation and Infrastructure

Objective:

- 1.) Enhance Self-awareness
- 2.) Create a Personal Brand Strategy
- 3.) Improve Online Presence
- 4.) Increase Professional Opportunities
- 5.) Build Confidence

Description:

The Value Added Course on Personal Branding opens with an introductory session where participants are familiarized with the core concept of personal branding and its relevance in the digital era. The course highlights how a strong personal brand can act as a bridge between personal aspirations and professional growth. With a hands-on approach, each session focuses on a specific component of building an authentic and effective personal brand. The session delves into self-discovery exercises, encouraging participants to reflect on their values, passions, and long-term goals. This is a critical part of the process, as self-awareness forms the foundation of any successful personal brand. Participants are guided through frameworks that help them uncover their unique selling points (USPs) and areas where they stand out from the crowd. Following this, the course moves into actionable branding strategies. Through case studies of well-known personal brands, participants analyze how consistency and authenticity play key roles in sustaining a personal brand over time. Practical tips are shared on creating a brand story, crafting an elevator pitch, and using storytelling techniques to convey one's professional narrative effectively. Digital presence is another significant focus of the event. The facilitators walk the participants through the steps to audit and enhance their online profiles, especially on platforms like LinkedIn, Instagram, and personal websites. There's a special emphasis on aligning online and offline identities to build credibility and trust. The sessions focus on networking and communication strategies that amplify personal branding efforts. Through role-playing and peer reviews, participants practice how to present themselves confidently in professional settings, both online and in-person. The course concludes with a personalized action plan that participants can implement in their professional journeys.

Outcomes:

- 1.) Clear Personal Brand Identity
- 2.) Enhanced Online Profiles
- 3.) Practical Branding Tools
- 4.) Increased Confidence
- 5.) Expanded Professional Network



Ms.Dolly Sharma ma'am(Trainer-CUPDC)during an activity in the class of IPM, Batch 2022 (04.09.2024)



Ms.Dolly during the session with the students in the class.(06.09.2024)



Ms.Dolly (Trainer-CUPDC) with students during the class.(06.09.2024)



The students of IPM Batch 2022 after the successful completion of VAC with Ms.Dolly Sharma ma'am.