



Young Professionals Network: Growing your Personal Brand

Personal branding is the practise of establishing and promoting what you stand for. Your personal brand is the unique combination of skills and experiences that make you you. Effective personal branding will differentiate you from other professionals in your field. While previous self-help management techniques were about self-improvement, the personal-branding concept suggests instead that success comes from self-packaging.

At this Young Professionals Network event, we're pleased to welcome a panel discussion by a group of experts on the topic of personal branding. We will be hear from each of them on what they think to be the most important attributes to successful and effective personal branding. To ensure that you get the most out of this workshop, there will be time for Q&A and a chance to meet with the panel, following the discussion.

The evening will conclude with a networking reception and qualifies for 1 hour of structured CPD.

The panel will be chaired by Helen Anderson, Assistant Director of Marketing & Communications at the CISI.

You may also like to bring a colleague with you to enjoy the evening, simply email yppn@cisi.org (<mailto:yppn@cisi.org?subject=CISI YPN - bring a friend>) with the name of your guest.

The CISI Young Professionals Network, attracting young professionals between the ages of 18 and 35, focuses on harnessing your competitive edge and professional development skills, including leadership, communication, teamwork, problem-solving and adaptability - so you'll feel like a superstar in your role.

Stay in the loop

- If you would like to hear further updates on the young professionals' network, please opt-in to receive alerts in [MyCISI \(http://www.cisi.org/communications\)](http://www.cisi.org/communications), your membership portal.
- Connect with other professionals in the sector by joining our [exclusive network on LinkedIn \(https://www.linkedin.com/groups/8644314\)](https://www.linkedin.com/groups/8644314).

<http://www.cisi.org/yppn>.

Speakers

Panelists:

Allyson Stewart-Allen, Founder & CEO, International Marketing Partners

Allyson Stewart-Allen is a renowned advisor, author, speaker, educator and NED whose expertise in brand internationalisation is sought by leading businesses globally through her consultancy, publications, appearances and corporate education. A Californian based in Europe for over 25 years, Allyson applies her extensive international consulting experience, MBA education with Dr. Peter Drucker and languages (French, German) to the company she founded, International Marketing Partners.

Joella Bruckshaw, Executive Coach, Transitions

Joella Bruckshaw is an executive coach working 1-1 with business leaders in the corporate sector to get impossible results! With her early experience in Adult Psychiatry in a London teaching hospital, she gained hands on experience of working 1-1, with couples and groups, which she consolidated whilst running Two Way Talking a communication consultancy. In parallel she trained in almost every results driven change approach, available including organisational development and family mediation. In 2003, it was a natural next step to follow her passion to become a full-time executive coach at senior level in the corporate sector. She has worked with Freshfields, Weil Gotshal Manges, Slaughter and May, Investec, GE, RBS, Deutsche Bank and Killik. She also wrote How to do it by women who've done it: Wisdom from Women at the Top

Christopher Harvey, Transformation Manager, Harvey Sinclair

Christopher Harvey is the UK's thought leader on the subject of the millennial workplace and rated as one of the best executive coaches and well-being experts in London. A regular contributor for GQ magazine on the future of the workplace, he has also written feature articles for publications such as The Telegraph and HR Magazine as an expert on corporate wellbeing and the future of executive coaching. He can be heard regularly across various broadcasting media outlets including BBC Radio. Educated at St Andrews (MA) and Harvard Universities respectively, with a background in psychology and 10 years of international corporate leadership for some of the world's most reputable organisations and through his work as an executive coach, Christopher fully understands all the dynamics involved in managing a stressful work/life balance, striving for perfection and dealing with failure.

Learning objective

I will increase my knowledge and understanding of the importance of personal branding and how to effectively carry it out.

About this event

Thursday 31 January 2019

17:30 registration; 18:00 panel discussion; 19:00 networking drinks and canapes; 20:00 end

1 CPD hours (RDR Annual CPD - Core Topic)

[UBS, 5 Broadgate, London, EC2M 2QS - View in Google Maps \(https://maps.google.com/maps?q=loc:51.519772,-0.083315\)](https://maps.google.com/maps?q=loc:51.519772,-0.083315)

Free to CISI members. The CISI Young Professionals Network has been set up to attract young professionals between the ages of 18-35, looking to enhance their competitive edge and professional development skills.

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