



## **CILIP North West Branch invite you to:**

### **Making an impact: building your personal brand for personal and professional development - led by Kathy Ennis**

- How visible are you in your organisation?
- Do the people you work for know who you are, what you do and what you stand for?
- Do they know what skills and competencies you have that others do not have?

Many information workers are based in organisations where they are the minority profession. Even those working in the public sector are competing with other local services. Doing a good job is essential, but you have to be seen to be doing it - and doing it well - to make an impact.

Building a personal brand is an objective process of discovering a set of key personal and professional assets which are then communicated consistently, and passionately, in person and across all media.

This practical, interactive workshop will show you how you can market yourself effectively using personal branding as a personal and professional development tool.

**Wednesday 24th November, 10:00 - 4:30pm,  
Blackburn Central Library**

Town Hall Street, Blackburn, BB2 1AG.

**£45 CILIP members, £55 CILIP institutional members, £70 non members**

Lunch included, please advise of any dietary requirements.

For more information or to reserve a place, contact Deborah Harrop at:  
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