

Industry Mentoring Program 2021

Workshop No. 2

“Personal Brand for Success”



Dear Mentors & Mentees of the 2021 Joint Industry Mentoring Program!

Our second learning workshop for 2021 will present – **Personal Brand for Success.**

A positive and authentic personal brand is integral to your success.

Personal Branding studies the science of differentiation. It's about making your first impressions a lasting impression. It is about becoming memorable so your presence becomes undeniable. Alba Gomez will unearth the key elements of developing a stand-out personal brand that will allow you to position yourself as a credible and respected professional. She will also explore how the use of digital technologies can help you to enhance your professional brand.

Come along for an inspiring and practical session delivered by a very passionate speaker.

About Alba Gomez



- Alba Gomez is a presence and personal brand coach, keynote speaker, body language specialist and professional image consultant.
- Born in Colombia and based in Australia, she travels nationally and internationally for speaking, executive coaching, consulting and training.
- Alba works with individuals and small groups right through to large corporations. She brings her client's personal brand into line with their personal and professional roles, giving them the clarity and confidence to be and feel their best.
- Alba uses a unique, results-orientated approach, drawing on her 14 years of experience with systems and processes as an engineer.
- Alba is a regular contributor on Australian TV, has published two e-books and shares her expertise on various online summits, magazines and websites internationally.

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**** As seen on Nine News, The Today Show, Studio10 and other media**

- **Date:** Tuesday, 25th May 2021
- **Time:** Registration from 5pm
5:30pm – 6:30pm Workshop, 6:30 – 7:30pm Networking
- **Location:** QV1 Theatre, Level 2, 250 St. Georges Terrace, Perth
Pizza and refreshments will be served on the night
Places are limited if you can't attend in person please let us know.
- **Register:** FREE EVENT
<https://mentoring-personal-brand-for-success.eventbrite.com.au>