



Personal Branding for the Digital Era

Proposed trainer activities

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Activity	Objective	Method
Brand Self-Assessment Exercise	Participants define values, strengths, unique selling points	Trainers provide worksheets or questionnaires; guided discussion to clarify brand identity
Social Media Presence Lab	Build or optimize digital profiles	Step-by-step guided workshop where participants set up LinkedIn, Instagram, or other professional pages; trainer gives tips on visuals, tone, and consistency
Storytelling Workshop	Learn to communicate brand through narrative	Participants craft their "personal story" in 2–3 minutes; trainer facilitates peer feedback and refinement
Content Calendar Planning	Teach planning & strategy	Trainer guides participants to create a 4–8 week content calendar for their professional posts, ensuring brand alignment and consistency
Networking Simulation & Feedback	Improve online engagement	Role-play professional networking: joining groups, commenting, connecting; trainers monitor interactions and give real-time feedback

PARTNERSHIP



ΕΠΙΜΕΛΗΤΗΡΙΟ



ΛΑΡΙΣΑΣ



PROJECT



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