

YLP Summer School on Personal Branding

Preliminary Dates: Sat 5th – Sun 6th of August 2023

Venue: Lexicon Business Communications Wall Street Tower, Surawong Road, 25th Floor, Bangkok, Thailand, Bangkok

Target Group: 15 high-achieving pupils/students from southeast and east Asia, ages between 18 and 25 years; Participants have qualified for the YLP Summer School by having been the best performers in previous YLP events.

Event type: Two-day workshop, with a focus on self-reflection and personal branding

Background/rationale:

Personal branding refers to the process of establishing a unique image, reputation, and identity for oneself in the minds of others, both online and offline. It is the way by which individuals differentiate themselves and make themselves more visible, valuable, and attractive to potential employers, clients, collaborators, or partners.

Why is personal branding important?

Stand out from the crowd: In today's competitive job market, having a strong personal brand can help you stand out from the crowd and differentiate yourself from other candidates. It can help you get noticed by potential employers, clients, or collaborators, and increase your chances of getting hired or chosen for new opportunities.

Build trust and credibility: A well-established personal brand can help you build trust and credibility with your target audience. By sharing your expertise, insights, and values, you can demonstrate your knowledge, professionalism, and authenticity, and gain the confidence of others.

Increase your visibility: By creating a strong personal brand, you can increase your visibility and reach, both online and offline. You can use social media, blogging, speaking, or other channels to promote your brand and connect with others in your industry or niche.

Boost your career and business: A strong personal brand can also help you boost your career or business. It can help you attract new clients, partners, or investors, and open up new opportunities for growth and success.

Overall, personal branding is important because it allows you to take control of your reputation and identity, and present yourself in the best possible light to others. It can help you achieve your personal and professional goals and make a positive impact in your field or industry.

To know more about your speakers please follow the link here:

<https://www.freiheit.org/southeast-and-east-asia/young-leaders-programme-personal-branding-workshop>

Agenda

Time	Agenda	Comments
Day 1 Friday 4th August 2023		
12:00 - 17:00	Arrival of Participants in Bangkok, Thailand	The participants will be staying at Ibis Styles Bangkok Silom
18:00	Welcome Dinner and Drinks	
Day 2 Saturday 5th August 2023		
9:00 – 9:05	Welcome Remarks	Moritz Kleine-Brockhoff
9:05 – 9:10	Introduction to YLP and Programme Outline	Dr. Vinh Cao
9:10 – 10:30	Introduction to the Program and set Expectations	Paricha Duangtaweesub
10:30-11:10	Introduction to Designing your Life Principles	Paricha Duangtaweesub
11:10 – 11:20	Coffee Break	
11:20 – 12:05	Introduction to Designing your Life Principles	Paricha Duangtaweesub
12:15 – 13:15	Lunch Break	
13:15 – 15.25	Workshop Values, Landscapes and Personal Story	Paricha Duangtaweesub
15:25 – 15:35	Coffee Break	
15:35 – 16:05	Creating an Odyssey	Paricha Duangtaweesub
16:05 – 18:00	Dinner and Career Path Gameplay	
Day 3 Sunday 6th August 2023		
9:00 – 9:15	Introduction and Icebreaking	David Norcross
9:15 – 9:25	The Hero's Journey & the 7-steps storytelling hero and guide	David Norcross
10:25 – 10:40	Coffee Break	
10:40 – 12:10	Storytelling workshop	David Norcross
12:10 – 13:10	Lunch Break	
13:10 – 14:10	What is Personal Branding	David Norcross
14:10 – 14.25	Coffee Break	
14:25 – 16:00	Conclusion, Q & A	David Norcross
17.00	Certification and Farewell Dinner	
Day 4 Monday 7th of August 2023		
9:00 – 12:00	Participants check out of their hotel and return home.	