

PERSONAL BRANDING

In today's competitive and connected world, personal branding has become an essential skill for professionals at every level. How people perceive you—both in person and online—directly influences your career growth, opportunities, and professional relationships.

This one-day workshop on Personal Branding is designed to help participants discover, develop, and project their unique professional identity. Through interactive discussions, practical exercises, and self-reflection, participants will learn how to align their character, behavior, and digital presence with their professional aspirations.



COURSE CONTENTS

- Understanding what is Personal Branding?
- First Impressions – Discuss the concept and its practical applications
- Importance of Personal Grooming
- Develop a Strong Character
- Work Ethics & Diplomacy
- Develop Confidence in Communication
- Upgrade your brand through LinkedIn
- Understand and control your own emotions to deal effectively with yourself and others

FEE: PKR 20,000 (Excluding sales tax)

SEPTEMBER 18, 2025

9:00 AM – 5:00 PM

F2F | NIBAF, PAKISTAN (KARACHI)



FACILITATOR

Baseer Sami

Having more than 15 years of experience in training professionals at various local and foreign organizations in Pakistan, as well as in UAE, Bahrain & Oman, Baseer Sami is a renowned name in the corporate training circle.

With a mission to bring about a positive change within organizations that allow teams to exceed their set goals with energy and efficiency, Baseer has sought to specialize in learning in-depth about the human behavior, and how to improve upon efficiency.



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