



eduniversal
WORLD CONVENTION

ISTANBUL
TURKEY 2014
OCTOBER 22 – 25

PERSONAL BRAND

- Pipeline for graduate jobs-

SHORT SUMMARY

1. Why it's important to create a strong personal brand for a graduate?
2. Key elements to be different - what is the story & who is listening?
3. Role of the school in the personal brand!

SHORT SUMMARY

1. Why it's important to create a strong personal brand for a graduate?

1. THE POINT OF DIFFERENCE : HOW TO STAND OUT FROM THE NORMAL "SHELF"



PERSONAL BRAND WILL SELL
BETTER THAN COMPETITION

Employment

**PEOPLE MAKE DECISIONS
ABOUT YOU BASED ON YOUR
REPUTATION**

BRANDING → MEMORABLE

To Be Memorable



VS



SHORT SUMMARY

2. Key elements to be different - what is the story & who is listening?

2. KEY ELEMENTS TO BUILD THE PERSONAL BRAND

1. PRODUCT FEATURE



2. TARGET AUDIENCE



CREATE YOUR OWN MARKETING PLAN

PRODUCT FEATURES

- ◉ Different
- ◉ Original
- ◉ Visible
- ◉ Consistent
- ◉ Patient
- ◉ Helpful
- ◉ Responsible
- ◉ International

DO WE NEED ALL
THOSE FEATURES?



A good story → based on max. 3 product features

AN APPEALING STORY FOR THE RIGHT AUDIENCE

People don't buy **WHAT** you **DO**, but **WHY**
you **DO** it!

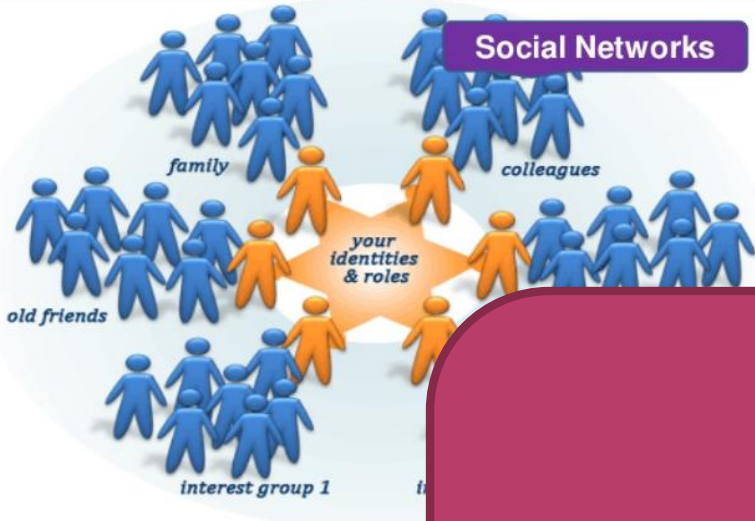


The background of the slide is a deep space image featuring a large, glowing galaxy with a bright yellow-green core and a blueish-purple outer ring, set against a dark field filled with numerous small, distant stars.

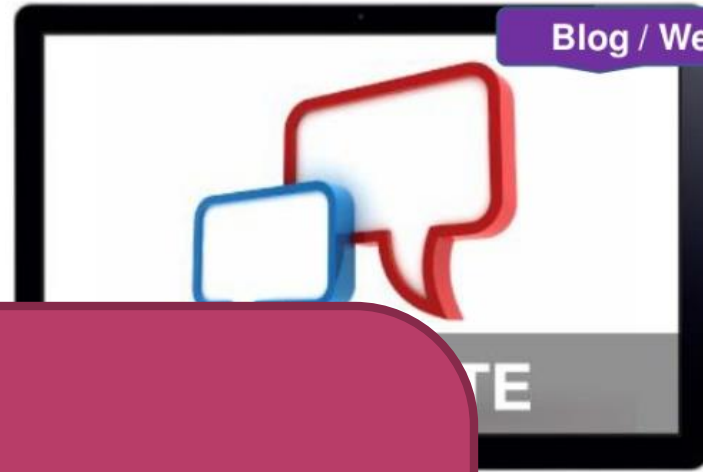
MEDIA STRATEGY FOR YOUR STORY

**IF YOU CAN'T BE FOUND
ONLINE, YOU DON'T EXIST.**

Social Networks



Blog / Website



PERSONAL BRANDING **is not:**

- Paper printed CV
- Business card
- Funny Facebook page

Online Resumes



PROFESSIONAL ONLINE PLATFORMS



Linked in

To be used carefully!

SHORT SUMMARY

3. Role of the school in the personal branding!

SCHOOL - DRIVER OF EQUITY FOR THE GRADUATES



SCHOOL = MARKETING AGENCY FOR THE PERSONAL BRAND

Translate awareness to the graduates

Create awareness

International passport for future jobs



SCHOOL = MARKETING AGENCY FOR THE PERSONAL BRAND



Get the
companies
consideration

Companies address graduates based on
what they know about the school



SCHOOL – make the difference with the communication plan

HELP graduates KNOW themselves better

DEVELOP their strenghts

HELP graduates KNOW the MARKET

MAKE them discover the master ART of NETWORKING

CONTINUE to CREATE VALUE for the next graduate generations

**Translate
knowledge to
the graduates**

CONCLUSION



GRADUATE

COMPANIES

CONCLUSIONS



**Base of graduates personal →
branding of the school**

A black and white photograph of Robin Williams. He is looking directly at the camera with a slight smile. He is holding a piece of white paper that has been torn at the edges. The quote is printed on the paper. The background is a plain, light color. On the far right edge of the image, there is a vertical purple bar with a subtle diamond pattern.

NO MATTER
WHAT
PEOPLE TELL
YOU, WORDS
AND IDEAS
CAN CHANGE
THE WORLD.

ROBIN WILLIAMS