

LEAD Events to hold first Linkedin Malta group seminar

Malta's largest LinkedIn Group, Business Professionals in Malta (BPiM), will have the opportunity to meet away from the virtual world at the first ever seminar and structured networking event for the local on-line LinkedIn community.

LEAD Events, the innovative, special events organiser, have selected the theme Brand You for the event, being held at 5 p.m. on Thursday, 26 July, 2012, at the Black Pearl, Ta' Xbiex.

You are your best brand. Keeping that brand current will help you open doors, creates a lasting impression with clients and employers, and enables you to take control of the perception other people have of you.

A strong brand influences its target audience, giving you the edge in engaging with those around you who you may not even have targeted initially. Everyone wants their (positive) reputation to precede them. A successful, consistent personal brand image works to your advantage, stimulating loyalty and further strengthens your personal and business networks.

The Brand You event is an enjoyable and powerful learning opportunity, enabling the easy, relaxed exchange of ideas and experiences, facilitating new contacts and, through the availability of facilitators and the application of social bingo, is a fun way to ease introductions in a friendly summer atmosphere. A Tweet wall will involve people on Twitter both in and outside the event

During Brand You, two experts will be giving presentations: Mark J. Galea, Managing Director of Quad Consultancy, will tackle Know Thyself; and Deborah Marshall Warren, an interactive hypnotherapist and trainer, will address Nurturing your Inner Brand.

A panel discussion, including Helga Ellul, Edward Muscat Azzopardi, Angelo Xuereb, Joseph F.X. Zahra and Sue Pisani, moderated by Malcolm J. Naudi, will follow and networking sessions bring the event to a close.

James Grech, Managing Director of LEAD Events, said: "We are leveraging the strength of LinkedIn to enable members of this large group to get together in person



for the first time. Thanks to the high quality speakers, the discussion and the networking, I am confident this will be a memorable event.”

BPiM has over 2,500 members and is LinkedIn’s leading Malta-focused community, bringing together professionals based both in Malta and overseas.

Register for the event at: <http://www.leadevents.com.mt/brandyou/>.

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Caption:

Brand You logo