



UNIVERSITÀ
DI TRENTO



Jean Monnet
EUROPEAN CENTRE OF EXCELLENCE
UNIVERSITY OF TRENTO

With the support of the
Erasmus+ Programme
of the European Union



Course for EMBS and in the Module Jean Monnet
Internationalization and Soft Skills for Change Management in
Europe ISS-EU

Career Agility Tool and Personal Branding Canvas
an online training via Zoom and Google Drive

Coordinated by Ralf Wagner

Speaker: Luigi Centenaro, Business designer and clinical professor

6, 10 and 11 May, 17.00 – 20.00

Personal Branding: definition and objectives.

Personal Branding as a tool for Career Agility.

Identify your value proposition.

The journey of your audience to develop effective ideas and initiatives.

Re-design your own strategy with the Personal Branding Canvas.

Positioning: how to differentiate effectively.

How to develop an effective and coherent communication plan.

Personal Branding and Social Media with a focus on LinkedIn.

Contatti

Prof. Roberta Cuel
Dept. of Economics and Management, University of Trento
roberta.cuel@unitn.it

centrojeanmonnet@unitn.it
www.cjm.unitn.it