

Self-Marketing and Elevator Pitch: *create a self-promotional video*

This highly practical workshop will focus on effective body language for networking and how to have meaningful conversations that create relationships and don't leave you feeling awkward or coming across as „salesy“. We will explore non-verbal communication as well as building self-confidence to start conversations and speak about yourself and your business or academic field with passion. You will create a simple elevator pitch and rehearse it through group and partner work. You will come away feeling more confident to go into networking situations.

In this age of social media and technology, self-marketing is at our fingertips but it can be very overwhelming. In this part of the workshop, I will teach you how to harness the power of apps such as Instagram, Linked In and Facebook. You will come away with helpful tips on how to raise your profile, network online and generate leads for your business. We will look at identifying your target market and where they are most likely to show up. The most effective way to capture your audience is to let them know, like and trust you through the power of video. You will have the opportunity to script and mock a self-promotional video. We will also look at creating written content that will capture your target market. This workshop is packed with practical discussion, exercises and tips to get you started on your self-marketing journey.