

Daniela Peckova Watanabe

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1. What, where, when and how was this professional development seminar about? 5-6 sentences

I attended the Building Your Professional Brand virtual workshop held on Tuesday, March 21 · 6:00 pm- 7:00 pm EDT. I found this workshop at Handshake, created by Accenture a global professional services company that is looking to hire. Accenture helps clients to become the next and best version of themselves. A group of professionals from various levels of experience and leadership provided examples of how they built strong professional identities for themselves. They explained the significance of creating a professional brand and the benefits it can bring.

2. What did you learn by attending this seminar in detail? 5-6 sentences

They provided helpful tips to help you initiate the process of establishing your own professional identity. How to behave on social media. They said when telling your story on a cover letter or resume avoid lazy bullets and be clear about what you did. If you can quantify show numbers. Paint the picture where you can. Showcase you are a well-rounded individual. Make it relevant.

3. How did this professional development seminar enhance your career moving forward? (5-6 sentences)

It wasn't what I had in mind but I guess it is good for people looking to get hired by them. They split the guests in breakout rooms after the presentation so we can practice our elevator pitch and give us a feedback if it is good or not and where we can improve. I took advantage of this part to practice public speaking. They basically said to be yourself talk about what you love and what you can bring to the company. For me, it was a good experience because I can see how big companies hire.

4. What would you tell other students about this seminar and why should they attend? (5-6 Sentences)

Most of the people were very shy and did not turn on their cameras or participated at all. So if you are serious about getting a job just be the one to do what no one is doing. Attend the seminar to practice your elevator pitch. Bring on the real you, and they make things happen. They are not expecting people to have much experience, they want to know how we can help with consulting so it is a good interview practice. Also, they are hiring.