

The second professional development seminar attended was Building Your Professional Brand. The seminar was held by Accenture, virtually on March 21, from 6 to 7pm. This seminar was about how one can set themselves apart from the competition today, in a genuine and a significant way. In doing so, we create our own brand and or define our own brand. Then we utilize it by applying it to our career path.

Attending this seminar has allowed one to learn how to create our own brand. We were asked questions to answer such as “Who am I? What do I do and how can this bring value to this role I am applying for? And what are your roles in your internship?”. By asking such question this allows one to utilize their brand to proceed them. We also learned the importance of showcasing clubs or organizations we attended or volunteers with to make ourselves stand out. We were also given an example of the elevator pitch and how one would look when we have multiple experiences or skills.

Attending the Building Your Professional Brand seminar has enhanced my career moving forward. This seminar has allowed me to begin to develop my own brand and how I may be seen. It has provided me with real world examples of how to apply the advice given such as on an elevator pitch or cover letter or my resume. Once again, this seminar reinstated the importance of using all your resources such as clubs, skills learned, and projects completed. The overall take away is how to develop my brand that is authentic to me but also displays my achievements or knowledge.

I'd advise my peers or other students to start attending seminars such as this Building Your Professional Brand seminar. This seminar was very helpful and imperative in aiding in one's career path growth. It allowed one to see people in their career path and learn the advice they provide. A lot of people are more visual learners, and they need to see and meet people who have gone through things. Attending this seminar will allow you to set yourself apart from the vast competition there is in the job market and will aid you in critical thinking.