

E MASTER CLASS  
**SKILL UP, SPEAK OUT  
AND RAISE YOUR  
INTERNATIONAL  
PROFILE**

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**COURSE DATES**

5-8 June 2023  
Live Virtual

**ALTERNATIVE DATES**

2-9 October 2023



## BRANDS & VALUES

The e-Master Class will give you the tools you need to develop your personal brand and raise your international profile.

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### WHO IT'S FOR

- EBU Members only
- Broadcast media engineers, technologists,
- Strategists Change managers,
- Creatives, innovators & R&D experts from EBU Members

### SKILLS LEARNT

- **Business:** Develop a personal brand that is both beneficial to you and your organization
- **Diversity:** Identify what makes you unique, the values that drive your professional actions and how you can best contribute to your media organization and professional organization.
- **Leadership:** Get tools to raise your professional profile, become a pro-active member of international meetings and bodies and develop your professional network

### SCHEDULE

**Day 1:** From 10:00 to 12:30 CET

**Day 2:** From 10:00 to 12:30 CET

**Day 3:** From 10:00 to 12:30 CET

### FEES

€ 450

### PROGRAMME OUTLINE

#### Module 1 Developing your personal brand

- Where you are now, what you love, what's your vision for your future
- Your values
- Your unique skills and experiences, why you are valued
- Writing your 'story'

#### Module 2 - Presentation skills

- Who is your audience?
- What's your message?
- The power of stories in communication
- On stage presence

#### Module 3 - Networking and influencing skills

- Your networking goals
- Network analysis
- The power of listening
- Building rapport
- Maintaining your network

### FACULTY MEMBERS

#### Alexandra Dalton

Creative leadership training to broadcast commissioners

### CERTIFICATION

After completing the 4 modules, you will be awarded an EBU Academy Certificate

#### CONTACT

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