


WORKSHOP


PROFESSIONAL BRANDING


Your professional brand is your career's **most valuable asset**.

This workshop will help you build your roadmap to success, helping you create a brand *that speaks for you even when you're not in the room*.

 **Friday**
11 April 2025

 **Time**
08.30 AM - 16.00 PM

 **Presented by**
Caro Monroy
Dario Bongiovanni

 **Place**
Auditorium
Perth City Library

Regular Price: \$690 - **Early-bird price:** \$490

Please contact your association for discounts for members of the
Energy Club WA

Delivery Mode: learn by doing

A small group in a one day workshop. Just enough theory and lots of practical exercises and role play to build your skills and confidence.

 **REGISTER NOW**

<https://tinyurl.com/pbrand25>

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 info@capricornio.au



Why is a Professional Brand important?

A strong professional brand isn't just a personal asset, it's a business advantage.

When people confidently showcase their skills, values, and expertise, they drive innovation, build trust, and enhance workplace culture.

For corporations, investing in professional branding means empowering talent, strengthening leadership, and creating a competitive edge.

What will I learn?

You will learn how to boost your leadership presence, build credibility, increase visibility, and attract career opportunities. Whether you're looking to accelerate your career, strengthen your influence, or stay resilient in a shifting market, this session will give you the tools to stand out with confidence.

- Enhance leadership presence and confidence.
- Build credibility and trust.
- Increase Visibility to unlock opportunities.
- Accelerate YOUR career and expand your influence.
- Use LinkedIn and social media like a pro to build a high-equity brand
- Align your brand with your company values

Who should attend?

This in-person event is designed for ambitious professionals ready to take their careers to the next level. If you're looking to stand out, gain recognition, and unlock new opportunities, this workshop is for you!

- Mid-career professionals ready to enhance their leadership presence and accelerate career growth.
- Emerging leaders looking to build credibility, influence, and professional visibility.
- Professionals positioning themselves in the market for new roles, promotions, or industry recognition.
- Aspiring industry influencers eager to strengthen their personal brand and expand their professional network.



BENEFITS OF A CLEAR PROFESSIONAL BRAND

CREDIBILITY & TRUST

Your brand is a reflection of your expertise, values, and unique strengths. A well-defined brand builds trust and positions you as a go-to expert

AUTHENTICITY & CONSISTENCY BETWEEN YOU AND YOUR COMPANY

Consistency ensures your message reflects both your and your company's values and long-term vision and industry expectations, you can attract the right opportunities and build a reputation that supports both personal and your company success.



CAREER ADVANCEMENT & OPPORTUNITIES

A strong professional brand positions you as a leader in your field, making it easier to attract promotions, new job opportunities, and leadership roles

STRONGER PROFESSIONAL RELATIONSHIPS

A well-defined brand makes it easier to connect with the right people, attract mentors, and build meaningful professional relationships.

RESILIENCE IN A CHANGING MARKET

A well developed a brand can keeps you relevant and adaptable even in shifting industries or economic downturns or to transition across industries seamlessly.

CONTENT

CLARITY

- **Perceived value (Expertise & Trust)**
 - *Do people see you as a valuable resource?*
 - *Are you trusted for your knowledge, reliability, and skills?*
- **Brand differentiation**
 - *What sets you apart from others in your industry?*
 - *Why would someone choose to connect or collaborate with you?*

VISIBILITY

- **Brand Awareness (Visibility & Recognition)**
 - *How well-known are you in your field or network?*
 - *Where and how can people find you?*
- **Brand Associations (Perceptions & Image)**
 - *What do people think when they hear your name?*
 - *Are you seen as an authority, innovator, or problem-solver?*
 - *Do people associate your name with a specific expertise or skill?*

BEHAVIOUR & COMMUNICATION

- **Communicating your value to others**
 - *Is your online and offline presence consistent across all channels?*
 - *Are you using a consistent messaging across platforms?*
 - *How do you behave in a way that is consistent with your brand?*
 - *The way you communicate, the way you connect with people and create relationships.*
 - *How to communicate effectively the value YOU bring to the table?*
- **Network & Influence**
 - *Do people actively seek you out for advice or opportunities?*
 - *Do you have long-term professional relationships?*
 - *How confident are you in communicating your value to employers, investors, or industry leaders?*

THE COACHES

Caro Monroy

Caro Monroy is a Career Coach, Psychologist, and MBA graduate specializing in career development and Professional Brand Building. With a background as a corporate HR Manager and expertise in recruitment, she has a deep understanding of hiring processes and employer expectations.

For over fifteen years she has helped professionals refine their career identity, optimize promotion strategies, and build confidence to secure competitive opportunities. Passionate about empowerment, Caro equips skilled professionals with the tools to stand out, thrive, and achieve their career goals.



Dario Bongiovanni

A global business expert with over twenty years of experience in strategy, marketing, professional branding and networking. He has held senior leadership roles across four continents.

He advises businesses in Asia-Pacific and Latin America and the President of the Argentine Chamber of Commerce. He is also the immediate past President of the Energy Club WA and an active coach and mentor.

Dario is skilled public speaker and networker who combines technical expertise with a people-centric approach, helping businesses thrive in competitive markets and professionals build authentic, impactful personal brands.

