

## DISRUPTIVE LEADERS SERIES

# Personal Branding for Career and Startup Success

*Speakers from Frame and Fame:*

- Lynda Nazer,  
Brand Consultant
- Sertaç Mustafaoğlu  
Visual Brand Partner
- Carmen Lee (HKU current student)  
Branding and Marketing Executive

### Key Content:

- What is personal branding and what is a brand identity?
- How brand positioning and brand messaging can help create the desirable brand perception
- How to boost your personal brand for the HK startup scene

*Register:*

[wp.cedars.hku.hk/form/sjf2018fallccs](http://wp.cedars.hku.hk/form/sjf2018fallccs)



# OCTOBER 3

1530 - 1630 • CBA, CHOW YEI CHING BLDG

[CEDARS.HKU.HK/STARTUPJOBFAIR](http://CEDARS.HKU.HK/STARTUPJOBFAIR)

## [HOUSE] Disruptive Leaders Series: Frame and Fame Ltd - Personal Branding for Career and Startup Success | Oct 3

To: All HKU students,

**DISRUPTIVE LEADERS SERIES**  
**PERSONAL BRANDING FOR CAREER AND STARTUP SUCCESS**  
OCT 3 | 1530 - 1630 | CBA, CHOW YEI CHING BUILDING

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- Sertaç Mustafaoğlu, Visual Brand Partner
- Carmen Lee (HKU current student) Branding and Marketing Executive

• **Key Content:**

- What is personal branding and what is a brand identity?
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- How to boost your personal brand for the HK startup scene

Want to attend? Register here: [wp.cedars.hku.hk/form/sjf2018fallccs](http://wp.cedars.hku.hk/form/sjf2018fallccs)  
[cedars.hku.hk/startupjobfair](http://cedars.hku.hk/startupjobfair)



Frame and Fame Ltd ([www.frameandfame.com/](http://www.frameandfame.com/)) is inviting you to join Disruptive Leaders Series seminar, **Personal Branding for Career and Startup Success**, on 3 Oct at CBA, Chow Yei Ching Building. This is one of the concurrent sessions of HKU Startup Job Fair 2018 Fall ([cedars.hku.hk/startupjobfair](http://cedars.hku.hk/startupjobfair)).

*Frame and Fame Ltd offers signature services include brand consulting, personal branding and communication coaching, as well as personal branding portraits development. In addition, they regularly host workshops and participate in various industry forums and talks.*

### **Seminar Details:**

**Date** : 3 Oct 2018 (Wed)  
**Time** : 3:30 pm – 4:30 pm  
**Venue** : CBA, Chow Yei Ching Building  
**Language** : English  
**Speakers** : Lynda Nazer (Brand Consultant)  
Sertaç Mustafaoğlu (Visual Brand Partner)  
Carmen Lee (Branding and Marketing Executive & HKU current student)

*Are you building a startup, but struggling to make people see the key distinguisher from similar business? Are you looking for a career in the startup scene, but have no idea what kind of talent the startup world wants? Personal branding is the essential tool for you to stand out from the crowd and be unique among the sea of competitors. Develop your effective brand positioning, messaging strategy and elevate your brand identity with Frame and Fame.*

### **Registration:**

Interested students please register at <http://wp.cedars.hku.hk/form/sjf2018fallccs>.

## **About CEDARS HOUSE**



***CEDARS HOUSE (Hub of University Student Entrepreneurs)*** aims to promote entrepreneurship among students and the HKU community, and unleash students' entrepreneurial potential for driving a successful career. It is a hub for students to develop individual entrepreneurial experiences through accessing entrepreneurial resources, networking and sharing ideas.

Julian Tsang  
Student Advising Officer (Careers)  
Centre of Development and Resources for Students (CEDARS), HKU  
<http://cedars.hku.hk>