



Executive Master in Innovation Leadership

Hosted by Asia's No. 1 Design School, PolyU's **Executive Master in Innovation Leadership** is a high level, high impact interdisciplinary Executive Master programme designed to nurture **Innovation Leaders**. Its first class has commenced in September 2015. Attend our forum to learn more about the programme with our distinguished professors, speakers and students.



EMIL Forum: Empower Your Identity and Personal Brand through LinkedIn

 7 Jun (Tue), 6:30-8pm  Jockey Club Innovation Tower, PolyU



Mr. Guy Parsonage
Partner, Experience Centre
PwC



Personal branding is regarded as self-identity capital. People who can master their personal brands will gain respect in the community and business they are involved in. In the age of social media, people will be evaluated by what others find in the interfaces with their names. Impressions are formed and perhaps decisions are made without actual interaction. Hence, it is important for corporate leaders to leverage the social channels and curate their personal brands.

LinkedIn is one of the most popular online personal branding tools. It helps professionals to differentiate themselves from the competitive market and gain new opportunities in their current roles. In this Forum, **Mr. Guy Parsonage** will share insights of how individuals can use LinkedIn to strengthen their personal branding and expand their networks for business opportunities.

District Councillor Ir Y.H. Cheung, our current EMIL student, will share his experience on how this Executive Master programme has helped to unleash the potentials both for himself and the community he serves.



Ir Y. H. Cheung, MH
Building Engineer & District Councillor,
Kowloon City District Council

Supporting Organisations:



CONTACT US NOW for Registration



T. (852) 3400 8485

E. joanna.yuen@polyu.edu.hk

W. www.polyu.edu.hk/iaee/emil