

PK. SPEAKS

LINKEDIN MARKETING WORKSHOP 2020

LinkedIn is so much more than just an online profile or another type of social media that you can use to either get a job or secure more business.

One (1) Day Program (10am - 4pm)



POWERED BY:
POINT BLANK
THE BRAND EXPERTS

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EVENT BY:



Core Outlines:

- Understanding LinkedIn
- Establishing personal corporate brand DNA
- Building strong networks and resourceful connections
- Employment branding value proposition
- Strategic content planning and execution
- Hashtag and trending strategy
- Trend predictions 2020

Includes:

- Case stories sharing
- Hands-on activities
- Engaging group activities

Note:

- 1. Your own fully charged laptop and LinkedIn password as it will be used in the session. WiFi internet access will be available.**
- 2. Your own fully charged mobile phone with the LinkedIn App installed and signed in (for demonstration of scan code and find nearby features).**

Who should attend?

- CEOs
- Head of departments
- Professionals
- Sales & Services
- Hoteliers
- Industry Specialists
(Doctors, Engineers, Lawyers)



About PK Speaks

Branding Redefined.

PK Speaks is a brainchild of Point Blank Mediaworks, a Brand Consulting firm started in 2010 serving over 300 brands worldwide. This is a brand created to serve and empower brands that seek global outreach. One of the core aims of PK Speaks is to advocate the importance of branding in business today.

Since 2019, PK Speaks has been improving individual and business performance around the world. While our training techniques continue to evolve, our core principles remain true to a single vision; branding begins from within.



The Trainer

Prasath Kanagaras, who is also known as “**PK**” has over 15 years of industry experience by working with over 300 brands since he formed Point Blank Mediaworks. His training story began when he adopted the in-house promotion concept in the companies he worked with. He introduced internal training policies to develop ‘**home-grown**’ heroes within the firm.

Training and public speaking have always been a common game in his career and being a Brand Strategist today, he covers almost all topics that contribute to **Brand Marketing and Entrepreneurship**. His sessions are always insightful as everyone witnesses the experience of sharing.

PK is also involved in many training organizations such as the **Malaysian Institute of Management (MIM)**, **Business Warrior**, and yes, his own **PK Speaks** as well.

What to expect/Outcomes:

- Establishing your personal corporate image
- Maximising your desired networks
- Maximising your reach through your LinkedIn profile marketing works
- Building credentials and strong connections
- Increase value of your company's employment branding
- Discover the "hashtag" and "trending" strategy
- Reach and attract great prospects and connections
- Expose your profile as an industry expert
- Build followers and networks as an industrialist

