

Expert 2.0. Secrets to building a personal brand in 2024: AI, tools and trends - webinar

2024-04-29

The banner features a dark blue background with a subtle grid of white dots. In the top left corner is the 'INVEST PARK' logo, a white diamond shape with the text 'INVEST PARK' inside. To its right is the text 'WAŁBRZYSKA SPECJALNA STREFA EKONOMICZNA'. In the top right corner is the 'antal' logo, which consists of a stylized 'A' made of green and purple lines, followed by the word 'antal' in white. Below the 'antal' logo is the tagline 'THE VALUE OF SPECIALIZED TALENTS'. The main title 'Expert 2.0. Secrets to building a personal brand in 2024: AI, tools and trends' is centered in large, bold, white text. At the bottom left, there is a blue calendar icon, followed by the date and time '6/05/2024 10:00-11:30' in blue text, and the word 'webinar' in white text below it. A faint, light blue abstract shape is visible on the right side of the banner.

In today's digital world, building a strong personal brand online has become crucial to any professional's career development. Regardless of the industry in which you operate, developing expert status opens the door to new professional opportunities, increases visibility on the labor market and facilitates the building of valuable professional relationships.

How to effectively communicate your competences, achievements and knowledge to become a recognizable thought leader in your field? Where to communicate them? How can AI revolutionize the way you build and promote personal branding? What trends rule social media in 2024? After the answer, WSSE Invest-Park invites you to a webinar entitled: "Expert 2.0. Secrets of building a personal brand in 2024:

AI, tools and trends."

Date: May 6, 2024 at 10:00 - 11:30

The meeting will be led by: Martyna Petrus, PR Specialist Antal

Registration for the event using an [electronic form](#).

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