

**Careers Talk: Personal Branding – Selling Yourself To Land That Dream Job**

**Brief Synopsis:** Employers receive hundreds or even thousands of CVs each year from undergraduates trying to land a job, especially when they are a top law firm, investment bank or a cool tech company. What is “personal branding” about and how do you go about building your own powerful personal brand?

In this seminar, Professor David Tan will introduce you to some principles behind personal branding such as values, passions and skills, and share with you his experiences working on his own personal brand.

Event Details	
<b>Date:</b>	11 September 2019, Wednesday
<b>Time:</b>	1330H to 1530H (Please do not be late) Refreshments will be provided.
<b>Venue:</b>	Blk B, 4 <sup>th</sup> Level, <b>Seminar Room 4-4</b> National University of Singapore, Faculty of Law
<b>Registration:</b>	<a href="https://tinyurl.com/yxo69lho">https://tinyurl.com/yxo69lho</a>

**SPEAKER**


**Professor David Tan**  
**Vice Dean (Academic Affairs), NUS Law**

Professor David Tan holds a PhD from Melbourne Law School (2010), a LLM from Harvard (1999), and graduated with a LLB (First Class Honours)/BCom from the University of Melbourne (1995). David was formerly with the Singapore Administrative Service, serving as Director of Sports at Ministry of Community Development, Youth & Sports (MCYS) and Director of International Talent at Ministry of Manpower (MOM). He has also had work experience at McKinsey & Company and DBS Bank, and at Australian law firms now known as Allens, King & Wood Mallesons and Herbert Smith Freehills.

At NUS Law, David pioneered courses in Entertainment Law, Freedom of Speech and Privacy & Data Protection Law. His areas of research cover personality rights, copyright, trademarks, freedom of expression, constitutional law and tort law, and his articles have been cited on a number of occasions by the Supreme Court of Singapore.

David has published over 50 articles, comments, book chapters and review essays since joining NUS Law in 2008. His monograph — The Commercial Appropriation of Fame: A Cultural Analysis of the Right of Publicity & Passing Off — on celebrity personality rights was published by Cambridge University Press in 2017: <https://www.youtube.com/watch?v=27X6UaExZQ&feature=youtu.be>

David is also an accomplished fine art and fashion photographer having published a coffee-table book Visions of Beauty in association with Versace, and Tainted Perfection in collaboration with Cartier in Singapore. His works have appeared in Vanity Fair, Harper’s Bazaar, Marie Claire, Time and The New Yorker. In 2005, he produced and co-wrote the sports anthem Live Our Dreams for the SEA Games performed by Kit Chan. Trinity College Melbourne will be naming the David Tan Visual Arts Studio in his honour in 2020.