

Workshop: Digital Branding and Personal Marketing for Young Professionals

Brief Synopsis: People are increasingly using the internet to find professional services and to background check individuals. This means a digital resume is as important as ever for someone's personal and professional success. This can be a scary thing for someone growing up in the digital age. However, if you understand how to effectively build a professional brand, your digital resume will be an asset that you can reference.

Sign up to learn about:

- the elements of a building an effective professional brand online, with The 4-Quarter Rule,
- the Digital 30-Second Elevator Pitch; and
- how to network online with industry colleagues.

Event Details	
Date:	17 October 2018, Wednesday
Time:	1330H to 1530H (Please do not be late) Light refreshments will be provided.
Venue:	Blk B, 4 th Level, Seminar Room 4-4 National University of Singapore, Faculty of Law
Registration:	https://tinyurl.com/y8f6n9dh

SPEAKER


Adam S. Juratovac (@AdamJTheLawyer)
Business Lawyer, Juratovac Law

Adam is a business lawyer at Juratovac Law in Palo Alto, CA. He works with entrepreneurs and early-stage start-up companies including international start-ups that want a Silicon Valley presence. Prior to building his own law practice, he worked at start-up companies in the Silicon Valley giving him first hand knowledge of the legal hurdles companies go through when bringing a new product to market.

While working in the Silicon Valley start-up world, Adam was responsible for building the digital brands of over 100 professional athletes leading to successful partnerships. Due to his work in the Social Media world, he lectures internationally on brand-building and networking for professionals in a digital age.

Prior to his career in law, Adam had a short career playing professional American football and won Arena Bowl XXIII with the Spokane Shock and an NCAA Bowl Championship with the University of Idaho Vandals.