

# SKILLS CHANNEL TV

## TALENT DEVELOPMENT FOR CREATIVE PEOPLE



Skills Channel TV provides tailored training specific to broadcasters and screen based company's needs. We have a great team of associates who have worked in the industry and have a track record of providing high impact learning. Skills Channel TV gives you experience and quality to get the best out of your talent.

"I am not looking like Armani today and somebody else tomorrow. I look like Ralph Lauren. And my goal is to constantly move in fashion and move in style without giving up what I am."  
**Ralph Lauren**

**Workshop Title:** Branding the Creative

**Aimed at:** Creative industry freelancers and small businesses that need to develop how their clients see them and their work. This is NOT an event that focuses on brand design. It is about you the individual and the way you and your colleagues, team or associates represent you as a brand.

**Aim:** The aim of the workshop is to explore and develop ways in which develop pa personal brand that differentiates.

**Duration:** 9.30 to 4.30

**Content:** The content for the session:

- An Overview of Branding
- What is Your Brand?
- Personal Impact and Presence
- Consistency in Self Branding
- Promoting Your Brand Through Others

**No of Participants:** Maximum 12 people

**Skills Channel TV:** Skills Channel TV is part of the hugely successful mcphedran co uk, the training company for the creative industries. The aim of Skills Channel TV is to focus on developing people in the broadcast and creative industry.

**Benefits:** Participants will be able to confidently set and promote a consistent image of themselves and their business to others, including the skill in continuing their brand when using others on a project.

For more information visit [www.skillschannel.tv](http://www.skillschannel.tv) or call 0845 8377763