



# Developing your Personal Brand

FUTURE LEADERS SEMINAR  
IN MELBOURNE

Wednesday 6 June 2018

The BFSLA is pleased to invite you to engage in an interactive session on developing your Personal Brand with Alicia Stephenson, Founder and CEO of Millennial Mentor and edutech company The SC Group and 2015 Telstra Victorian Young Businesswoman of the Year.

Now more than ever, in a world where jobs are being lost to technology, companies are trying to do more with less and the market is flooded with educated and motivated individuals, it is imperative for us to have a Personal Brand that empowers us to stay ahead of the curve, differentiate ourselves and be impactful in our professional and social lives.

In this seminar, Alicia will take us through what it means to have a Personal Brand and how we can understand and develop ours. It promises to be an interactive, energetic and fun session, with plenty of drinks and nibbles to follow.

- When** Wednesday 6 June 2018
- Where** Ashurst  
Level 26, 181 William Street, Melbourne
- Time** 6.00pm (for a 6.15pm start) – 8.00pm
- Cost** No charge – this event is proudly hosted by The Banking & Financial Services Law Association and Ashurst
- RSVP** Friday 25 May 2018

## REGISTRATION

To assist with seating and catering arrangements, please register online at [www.bfsla.org](http://www.bfsla.org), or return your completed registration form to [julia@bfsla.org](mailto:julia@bfsla.org) by Friday 25 May 2018.

Contact person for this booking:

Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Contact e-mail: \_\_\_\_\_

Name, organisation and contact e-mail of each other attendee

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