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REPORT
ON
Training on “Personal Branding”
(Communication and Softskills)

Date: 07.02.25	Venue: Seminar Hall Conducted By : Center For Career Development Resource Person: Ms. Ramya Siddharth, Image Consultant
Overview: As part of the employability and professional development initiatives for MBA students (Batch 2024–26), a workshop on Personal Branding was conducted by Ms. Ramya Siddharth , an Image Consultant. The session focused on helping students understand how to build and project their personal brand to stand out in competitive professional environments.	
<u>Objectives :</u> • To introduce students to the concept and importance of personal branding in career development. • To help students identify their unique strengths, values, and skills that contribute to their professional identity. • To train students on appearance, behavior, and communication as key components of personal branding. • To provide strategies for building a strong online and offline presence. • To prepare students for networking, interviews, and corporate interactions with confidence.	
Agenda/Flow of the Event • Introduction to Personal Branding – Relevance in academic, corporate, and entrepreneurial contexts. • Self-Assessment – Identifying strengths, values, and differentiators. • Appearance & Image Management – Grooming, dress code, and non-verbal communication.	

- **Communication & Networking Skills** – How to present oneself effectively in professional environments.
- **Digital Presence** – Building and managing personal brand on LinkedIn and other platforms.
- **Interactive Activities** – Role plays, group tasks, and self-reflection exercises.
- **Q&A Session** – Students clarified doubts and discussed personal challenges.
- **Summary & Key Takeaways** – Recap of actionable steps for personal brand building

Learning Highlights:

- Students understood that **personal branding is an ongoing process** that defines career success.
- Practical insights were gained on grooming, corporate dressing, and confident presentation.
- Emphasis was placed on **social media presence** (especially LinkedIn) for professional visibility.
- The workshop highlighted the importance of **authenticity, consistency, and credibility** in personal branding.

Take away of the session :

The session was highly interactive, with students participating in self-reflection activities, role plays, and mock networking exercises. The students found the workshop engaging and appreciated the practical tips shared by the trainer. Students reported improved awareness of how to consciously create and manage their personal brand. They recognized the significance of aligning appearance, behavior, and communication to their career goals. The workshop is expected to enhance their employability and professional confidence.

Photo:





Sd/-



Dr.Purushottam Bung
Professor & Director RVIM

