

Why the Self-Brand?

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**A seminar held at Midzone, Malmö,
on December 16, 2008,
led by Dr Gorg Mallia**

Introduction

Following the successful seminar on *The Branding of the Self* held at Midzone in Malmö in December of 2007, personal communications expert Dr Ġorġ Mallia from the University of Malta will be returning with a seminar that takes a look at issues that affect Branding on a day to day basis, particularly asking the question “Why the Self-Brand?”

In the talk and seminar, a number of areas will be discussed. Among others:

- why Self-Branding is important even in the face of everyday routine business considerations;
- practical issues of personal branding - applying the theory to productive reality – beyond having a logo and a personal letterhead;
- the translation of personality traits into personal brand elements.

Apart from those who are lacking the practical expertise to create the trappings of branding, this seminar will also be of particular interest to those who wonder whether Self-Branding is worth the effort, given that they have so many day-to-day business constraints that need the energy that would be taken by the



Self-Branding exercise. Those who find it difficult to fit their own personal brand into that of the parent company might also want to discuss predicaments in this seminar.

The intention of the seminar is to foster a discussion that, along with the guidance given by Dr Mallia, will help participants form or change mindsets about Personal Branding Communications.

Proposed Agenda

8:00 – 8.30	Coffee and informal discussion
8:30 – 8.35	Introduction by Matteus Åkesson, CEO of Midzone
8:35 – 9.00	Brief talk by Dr Ġorġ Mallia on Reasons for Self-Branding
9.00 – 9.15	Participant introductions
9:15 – 11.00	Seminar – Discussion on issues related to Self-Branding and Personal Communications moderated by Ġorġ Mallia and chaired by Matteus Åkesson
11:00 – 11.30	Conclusions

The seminar leader, Ġorġ Mallia

Ġorġ Mallia, Ph.D is a Maltese communications academic, author and cartoonist. He lectures at the Centre for Communication Technology, University of Malta and specialises in Print and Presentation Media, Graphic Design Personal Communications and self branding, as well as Instructional Design and Technology. Ġorġ Mallia has published extensively, both in his academic fields of interest, and books of fiction for children and adults. He is also a published cartoonist. Dr. Mallia has produced and presented a number of programmes on Maltese national television and radio. At present he is the chairman of the National Book Council.

Internationally, Dr Mallia lectures and gives talks in, among others, Sweden, the USA, Greece, and the Netherlands. Since 2006 he has lectured annually at the University of Lund. Dr Mallia is appreciated for his passionate, charismatic and inspirational style of lecturing and has an extensive experience of communication in today's society. He has helped a large number of people discover and develop communicative skills that are indispensable to their personal and professional lives. More information about Ġorġ Mallia can be found on his personal website, www.gorgmallia.com.



Dates, Venue and Prices

Tuesday, December 16, at Midzone, Adelgatan 5, Malmö, **8.00 to 11.30**.

Follow-up for those zoners (Midzone clients) who attend the Morning Seminar on Tuesday, December 16, 14.00 to 15.00.

Price:

Save SEK 200 by booking early. The participation fee is **SEK 495** incl. VAT when booking before Monday, November 24.

When booking later than November 24, the price is **SEK 695** per person.

The seminar is **free** for zoners (Midzone clients). For more information about the zone subscription – see:

<http://www.midzone.se/zonesubscription.htm>

Reservation:

The number of places in the seminar is limited. **The only way to guarantee your place is by paying the participation fee.** Contact matteus@midzone.se to receive your reservation number and payment details. Use the reservation number to identify your payment.