



46th Retail Excellence Seminar Series: **LINKEDIN for Retailers: Leveraging LinkedIn** **in Building Your Personal Brand and Growing** **Your Retail Business**

March 27, 2019 (1:00PM-6:00PM)

5th Floor Nostalq 1, Joy-Nostalq Hotel & Suites Manila, 17 ADB Avenue, Ortigas Center, Pasig City

RESOURCE SPEAKER / LEARNING PARTNER:

Virginia Bautista

LinkedIn and Personal Branding Trainer, Speaker and Consultant

I. DESCRIPTION:

The consumers have changed. The Future of retail is now here. Despite its power, LinkedIn remains an untapped branding and marketing tool in the Philippines. Through this seminar, the speaker will share with the Philippine Retail Industry the huge potential of LinkedIn in helping retailers build their personal brands, increase their visibility and engage with consumers to ultimately influence the modern consumers' buying decisions.

II. COURSE OUTLINE:

- A. Introduction to LinkedIn, the world's largest network of professionals with high purchasing power
- B. How the digital landscape in the Philippines has changed the way Filipino modern consumers behave
- C. Leveraging the power of LinkedIn to prepare for the future of retail
- D. The 4P's of leveraging LinkedIn for success in the retail industry



- a. **PROFILE** - Optimizing your LinkedIn profile to get found by prospective customers and potential partners or suppliers
 - b. **PROFESSIONAL NETWORK** - Growing a highly targeted network and building relationships that can lead to sales or referrals
 - c. **PRESENCE** - Staying top of mind by curating, creating and engaging with your network's content
 - d. **PERSONAL BRAND** - Building a powerful personal brand that impacts customers' buying decisions.
- E. Elevating retailers' company brands using LinkedIn Pages and Showcase Pages
- F. Integrating LinkedIn marketing into retailers' overall branding and marketing strategies

WHO SHOULD ATTEND:

- Retail Directors, Executives, Managers
 - Retail Startup Founders
 - Retail Marketing Group
 - Digital Marketing Teams in the Retail Industry
 - Branding Executives for the Retail Industry
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46th RetailEXL: LINKEDIN for Retailers: Leveraging LinkedIn in Building Your Personal Brand and Growing Your Retail Business

YES, PLEASE REGISTER ME/US (Please fill up with complete details):

NAME	DESIGNATION	E-MAIL	CONTACT NO.

*please attach separate form for additional attendee/s

Company: _____

Authorized By: _____

Designation: _____ Email Address: _____

Contact Number: _____ Signature: _____

REGISTRATION FEE

	Early Bird Rate (if paid on/before March 26, 2019)	Regular Rate (if paid on March 27, 2019)
PRA Member	Php 2,495	Php 3,495
Non-PRA Member	Php 3,495	Php 4,495
*5% Discount for group of 5 or more		

Mode of Payment

- Please make check payable to **PHILIPPINE RETAILERS ASSOCIATION, INC.**
- Check payment should be SENT to the PRA office (Unit 2607 Jollibee Plaza, F. Ortigas Jr. Road, Ortigas Center, Pasig City) or DEPOSITED to PRA Account: Banco De Oro (BDO) - SM Megamall B Branch. Savings Account: 281121451
- Please FAX Deposit Slip at 636-0825 with your Company Name to PRA for recording on or before March 27, 2019

Cancellations received in writing at least 1 week before the event will be subject to 50% refund. Replacements are welcome but must be advised to the Secretariat at least 3 days before the seminar.

For more details, contact PRA at 687-4181* email at specialprojects@philretailers.com / ncm_philretailers@yahoo.com and look for Ivan or Norie.

FIRST COME, FIRST SERVED!

- *Members in good standing
- *Heavy merienda will be served
- *Certificates will be provided

Please Fax to PRA @ 636-0825 or email Ivan Verzonilla or Norie Martinez at specialprojects@philretailers.com/ncm_philretailers@yahoo.com
ON OR BEFORE March 27, 2019.