Develop your personal brand with **EDED** and build your *dream career.*

01 **WHO** is it for?

Final year, undergraduate students and postgraduate students who are preparing for a career. **EVERYBODY** in the workspace needs a personal brand.

02 **WHAT** is it?

A programme that guides you to reflect on your skillset, build an ePortfolio, and develop your future work plan.

03 **WHERE** will I use my ePortfolio?

To apply for a job, further studies, or to reach clients for your business.

04 **WHY** do I need it?

Personal branding is the new currency for employees and entrepreneurs. You must be visible to employers and clients. Companies and clients are not just interested in your skill or product, they are interested in your personal brand.

05 **HOW** do I enroll?

Contact **eded@ufs.ac.za** for more information.

06 **WHEN** is **EDED** offered?

Twice a year. You can either enrol for the summer school or the winter school. It is a 2,5 day interactive workshop.

Benefits

- Clearly articulate your skills
- Build a personal website
- Complete a credit bearing programme
- Create a LinkedIn profile
- Develop a future plan
- Increase employment or business opportunities

E: ctl@ufs.ac.za | **www.ufs.ac.za/ctl**

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VISION 130 *Renew and Reimagine for 2034*

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