



## MESA Monthly Member Meeting (4M)

Tuesday 20<sup>th</sup> February

### Building Your Personal Brand

Thank you to [Henry Hall](#), Head of Business Development of [CrowdComms](#), MESA Patron Member, for the MESA Pledge reading.

Thank you for the E-Book Express Showcase from [David Preston](#), CEO of [Realise](#), MESA Member. These are available in the Community Platform – [Trends, Reports, Videos & E-Books](#) (Files / E-Books / 4M's / February 2024) or click on the direct links below:

1. Crush Your Event ROI Goals <https://mesa.wall.idloom.com/#/filelastversion/1855>
2. Engagement <https://mesa.wall.idloom.com/#/filelastversion/1854>
3. Event Content Repurposing <https://mesa.wall.idloom.com/#/filelastversion/1853>
4. How to Attract More Attendees <https://mesa.wall.idloom.com/#/filelastversion/1852>
5. Community Blueprint <https://mesa.wall.idloom.com/#/filelastversion/1851>

Overview <https://mesa.wall.idloom.com/#/filelastversion/1849>

Our session included 5 valuable snippets in 5 minutes “**Getting back to meeting design**” from [Mark Plaisier](#), Operations Director at [Savvy Congress](#), MESA Member.

1. **What is Meeting Design?** - Everything you do to create an event different to last time – the goal of the event drives the design
2. **Goals, Meeting Design & ROI** – Set the goal, then the desired outcome, and then draw your event roadmap – now you are designing!
3. **Why Designing?** - The Meeting Architect looks at “what we can do during the meeting, but also before and after, to engage the participant with our objectives” - Maarten Vanneste
4. **After the Pandemic** - Designing a meeting (or helping your client to design) will likely bring in more attendees whether online, or in-person, or both
5. **Meeting Design for a Better Event** – More inclusive / More engagement / Better ROI

You can view the slides in the MESA Community – [MESA Events – Summaries & Slides](#) (Files / 4M's 2024 / February) – [Direct Link to slides](#)

The main session was about **Signature Success: Building Your Personal Brand**, led by [Liz Lathan](#), Co-Founder - [The Community Factory](#), MESA Individual Member, moderated by with [Patrick Delaney](#), Managing Partner of [SoolNua](#). You can view the slides in the MESA Community – [MESA Events – Summaries & Slides](#) (Files / 4M's 2024 / February)

[Direct link to presentation slides](#)

### The 5 Brand Pillars



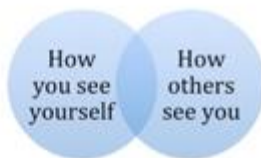
**What is Personal Branding?** - An intentional, strategic practice in which you define and express your own value proposition

**Why Does it Matter?** - “Much of professional and personal success depends on persuading others to recognize your value” (Harvard Business Review)

### The 7-Step Process

1. **Define Your Purpose** – Who are you targeting and what do you hope to provide? Who do you compete with and what makes you distinct?
2. **Audit Your Personal Brand Equity** – What’s your credentials and what are you proud of/ want people to know? Google yourself...
3. **Construct Your Personal Narrative** – What’s your story? Eg. I spent 20 years....and I noticed....so now I.....
4. **Embody Your Brand** – First impressions are made within 7 seconds of meeting someone
5. **Communicate Your Brand Story** – Visual design should align with your narrative
6. **Socialize Your Brand**
7. **Re-evaluate and Adjust Your Brand**

Who are you?



Your brand is what people say about you when you are not in the room – Jeff Bezos

## Network vs. Community



- Static
- Linear
- Connected
- Transactional



- Fluid
- Non-linear
- Emotional
- Relationships

Building a community is establishing genuine connections and creating an environment where everyone feels valued.

### Key Takeaways

- Developing an effective personal brand involves identifying your purpose, expertise, personality, positioning and promotion
- Focus on creating value for others rather than self-promotion – Build a ‘Community’ instead of a ‘Network’
- Craft a personal brand narrative to convey your background passion, commitment and offering
- Update your LinkedIn profile with this brand narrative and customised banner
- Create content from the brand narrative elements that convey your expertise

### Next Steps

- Update your LinkedIn profile and banner to align with your personal brand narrative
- Create content for LinkedIn and speaking engagements based on the brand narrative elements – [Use this template from the session to start!](#)
- Identify community members to empower as moderators and contributors

### Additional information

[Forbes - Why Managing Your Personal Brand is Now Part of Managing Your Career!](#)

## Please provide your feedback on this session – we would love to hear what you say!

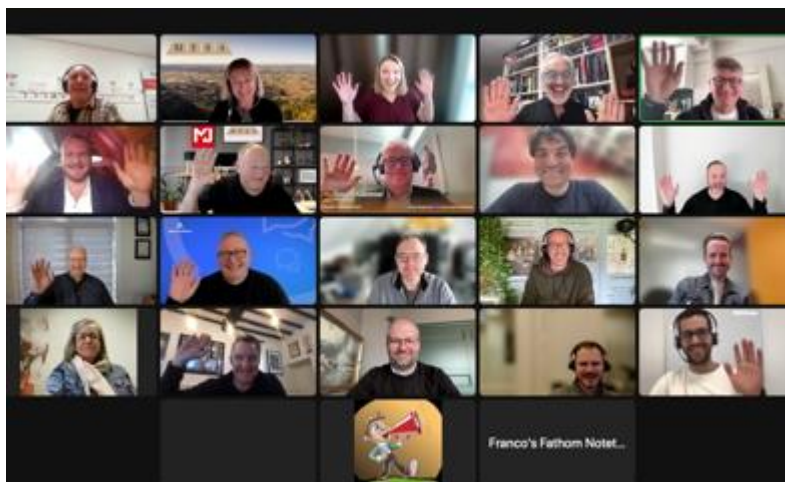
Thank you to our speakers:

Host/Moderator – [Patrick Delaney](#), Managing Partner of [SoolNua](#)

[Liz Lathan](#), Co-Founder - [The Community Factory](#), MESA Individual Member

[Mark Plaisier](#), Operations Director at [Savvy Congress](#), MESA Member.

[David Preston](#), CEO of [Realise](#), MESA Member



### NEXT MEETING:

MESA MONTHLY MEMBER MEETINGS (4M's)  
1400 GMT / 1500 CET:

**Tuesday 26<sup>th</sup> March**

**Learn to Love Public Speaking**

**With [Clare Forestier](#), MESA Individual Member**

We look forward to seeing you there!

[MESA Events page](#)

[MESA MONTHLY MEMBER MEETINGS \(4M's\)](#)

[Please connect to our LinkedIn page](#) Thank you,  
MESA MEMBERS!

**Remember: You are in the MESA Community Platform (Intranet wall)**

- For general access and content
- To be connected and hear about events
- To get to know MESA and the community
- **Please post content and connect with each other**