

Shape Your Personal Brand

Dear PWG member

We are very happy that you like to apply to be our live case study for the PWG event: Shape your Personal Brand.

The PWG, in collaboration with Mum in Heels, Modissa, Natalie von Harscher and Schminkbar is offering you a unique experience to learn how to create and present your personal brand for free. And you get to present your new brand in front of the PWG at our event on June 20.

But there are conditions that we ask that you read, and make sure that you can meet them.

To apply please write 200 words (approximately half an A4 page) about how you believe personal branding will help you be more successful in your career and to have more impact. Please send your application with your name, email address, mobile phone number and to Ana ana@pwg-zh.com by 14 May. We will inform before 20 May if you are successful.

Best regards,

Your PWG Executive committee
Ana, Karina, Jane, Joanne, Kathrin and Alena

Contest conditions

Conditions of participation

To participate to the PWG contest Shape your Personal Brand, you need to agree of all conditions in advance. If you have any concerns, please tell us as soon as possible. We can not include people in who do not agree with the conditions listed in this document.

Only PWG members are eligible participate to this contest. The winners are chosen exclusively by the PWG Executive Committee and their decision is final

Conditions for the winner




PWG will inform you per email before the 20 May if you have won.

You must be available for a face to face Personal Branding consultation with Tsitaliya from Mum in Heels and Natalie von Harscher, Photographer for the Personal Branding consultation before 24 May. This meeting will be scheduled by you, Tsitaliya and Natalie.

You must be available from 13h to 18h on the **24 May** for the Personal Styling session at Modissa.

You must be available to attend and speak at the PWG monthly event on **20 June** from 18.30h onwards.

What is included in the Shape Your Personal Brand prize

What	Duration
<p>During the consultation with Tsitaliya from Mums in Heels you will go through 3 steps to understand how at best shape your personal brand:</p> <ol style="list-style-type: none"> 1. What is your Personal Vision short term and long term. 2. How you can define your target audience (potential employer, which kind of clients,...) 3. How to be unique 	<p>1 hour Before 24 May</p> 
<p>A report with all key elements will provided to you</p>	
<p>With Natalie you will define the photo style, followed by a Photo shooting at Modissa 1 digital photo will be provided for free to the winner</p>	<p>1 hour discussion and 1 hour photo shooting on 24 May</p> 
<p>Schminkbar will provide the make up</p>	<p>30min on 24 May</p> 
<p>A Modissa personal stylist will together with Tsitaliya help you to choose the best outfit for your brand.</p> <p>The styling includes make up and will be recorded.</p>	<p>1hour on 24 May</p> 

This experience will be described during the PWG monthly event on the 20 June, and videos and pictures are going to be projected. During the event the winner will share her experience on the stage.

Further information: Please read carefully

Shape your personal brand – A PWG experience

PWG is offering a unique experience and therefore we will share this experience online. The winner agreed to be part of our series of “Meet our Member” in our website and newsletter. A description of the experience will be written and posted online.

Consultation with Mum in Heels

If the winner would like to continue the consulting with Mum in Heels, the winner and Tsitaliya will agree conditions and payment separately. Any additional agreement is outside of this contest and not the responsibility of PWG.

Pictures and Video

PWG is the owner of all pictures and videos produced during this contest. Pictures and videos will be used by PWG for marketing purpose online, and will be projected during the PWG monthly event on the 20th of June. Modissa may also use pictures and video for marketing purposes.

The winner will receive a picture of her choice from Natalie von Harscher photography. If the winner would like to choose additional pictures and have a copy of the video, the winner and Natalie will agree conditions and payment separately. Any additional agreement is outside of this contest and not the responsibility of PWG.

Styling

The clothes chosen for the photo shooting are not included in the prize.

Modissa offer a discount of 10% for the clothes chosen for the photo shooting (discount valid only on clothes not discounted).