

SUMMER SCHOOL

**LinkedIn for
Professional Growth:
Branding Yourself
for Success**



August 31, 2026

Open to All Ages



Program Overview

This concise session focuses on optimizing your LinkedIn profile to enhance professional visibility and opportunities. Participants will learn how to craft compelling profiles, engage with their network, and utilize LinkedIn's features effectively. The workshop incorporates the latest strategies in personal branding and digital networking.

Learning Outcomes

- Ability to create a professional LinkedIn profile
- Understanding of personal branding principles
- Skills to engage and expand professional networks
- Knowledge of content creation and sharing
- Familiarity with LinkedIn analytics and tools

Topics Covered

- Profile Optimization Techniques
- Crafting a Personal Brand Statement
- Networking Strategies on LinkedIn
- Content Creation and Sharing
- Utilizing LinkedIn Analytics

Venue	Duration	Investment
City Campus, IBA Karachi	Half Day	PKR 12,000/- + 3% Tax

Our Trainer



Tufail Ahmed Khan

Global Freelancing Expert, Personal Branding
& LinkedIn Expert

Contact Us

 cee.iba.edu.pk

 ceeinfo@iba.edu.pk

 021-38104701 (Ext. 1822, 1812)

 Plot #68 & 88, Garden, Kiyani Shaheed Road, Karachi,
Sindh, Pakistan

