

**CAREER BRANDING
CHAMPIONS PROGRAM**
"TALENTS OF ENDEARMENT"

BY IDENTITY BRANDING FORUM

COLLEGE STUDENTS & HIGH SCHOOL
GRADUATES: THIS IS YOUR CHANCE TO
JUMP-START YOUR FUTURE

**GOOD CAREERS START WITH BRANDING
YOURSELF TO TELL THE WORLD THAT
YOU ARE DIFFERENT**



WHO WE ARE

- Career Branding Champions Program (CBCP) was designed by Identity Branding Forum experts to turn participants to branding talents.
- Identity Branding Forum (IBF) is a multicultural organization, inspired by humanity.
- Since 2007, we have been making headways in both research and product development to continue delivering innovative solutions worldwide.
- We started as identity branding provider of services and training, to become today a global gateway of opportunities through our own Sustainable Human Development protocol.



**TIME FOR A
CHANGE**

**YOU CANNOT IDENTIFY
AND BUILD CURRENT
AND FUTURE
OPPORTUNITIES WITH
YESTERDAY'S TALENTS**

**DR. ABED BAIDAS, FOUNDER OF
IDENTITY BRANDING FORUM**

ABOUT CBCP

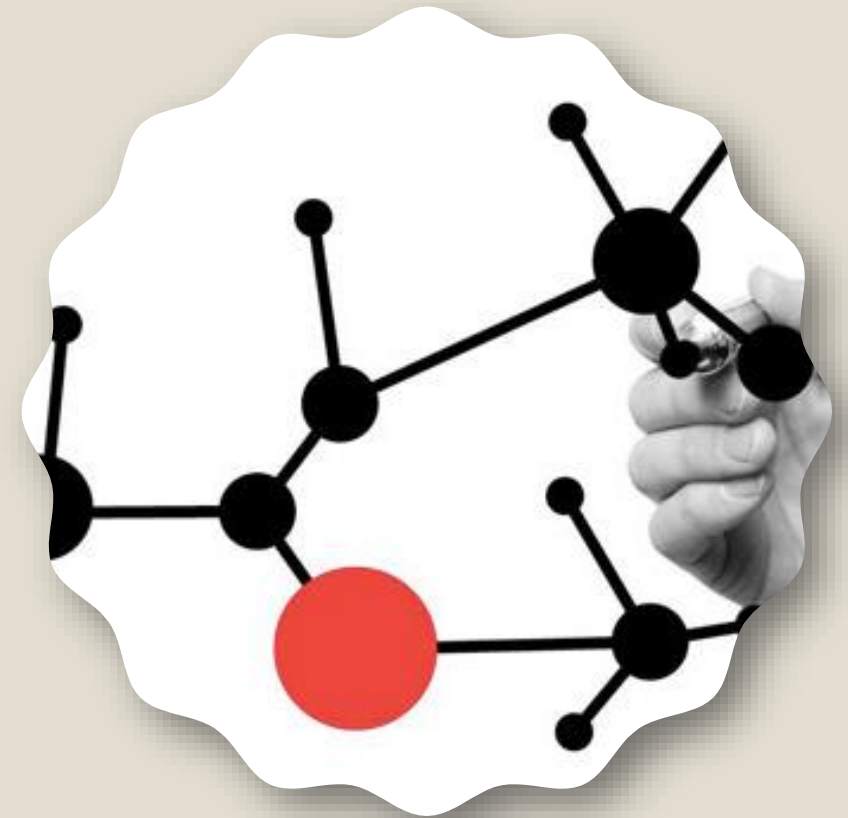
- CBCP is designed to bring disruptive learning to participants.
- While others are focused on the “what” to do and “how” to do it, CBCP helps participants discover the “why” to do it to identify purpose and build business value; enhancing their learning journey and career development.
- This program help participants configure their education around local, regional and international market opportunities to develop the skills and talents they need to be ready for newer market opportunities, to put them on the right track for a better future.
- The program is a competition-based program that help participants develop real-life experiences (discover new opportunities and build appealing businesses brands’ value) to become brand champions.
- CBCP is managed and supervised by Identity Branding Forum field experts.



CBCP BENEFITS

Through this program, participants will:

- Develop skills to identify opportunities and talents to build them
- Share knowledge, explore opportunities, connect to people inspirations to get everybody engaged with today's and tomorrow's opportunities.
- Able to take the world with them to where they want to go.
- Be in the center of it all – people, education and business.
- Have a voice and a choice.



WHAT PARTICIPANT WILL LEARN

- Module 1: What Brand Identity really is, how it works and why it's so important; (understand the concepts of branding and how it may impact their career).
- Module 2: Diverge thinking - Case studies of valuable brands and discovering opportunities.
- Module 3: Converge thinking - Skills & talents development – The strategic steps to build brands value for the identified opportunities.
- Module 4: Branding Projects - Hands-on training to build and deliver valid brands values for local, regional and/or international.
- Upon the completion of the 4 modules, participants will receive a successful completion-certificate.



ONLINE DELIVERY

- To reach as many participants as possible across the world, CBCP' activities will be conducted online through our advanced platform
 - The 4 modules are delivered over 4 days period.
 - The modules will be conducted either synchronous (scheduled live online sessions with trainers) or asynchronous (self pacing with trainers follow up and monitoring).
 - Participants final projects to be completed and delivered within 30 days from date of the 4 modules completion.
 - Online community support will be available to all participants during and after program completion.
- Through the online platform we will also connect and engage participants, faculties of participants, sponsors of participants with the identified opportunities.



ONLINE COMMUNITY SUPPORT

All participants will enjoy an on-going online community support provided by all participating students and faculties from around the world:

- Community support provided during the program from start to finish
- Community support will continue after the program is completed.



THE COMPETITION

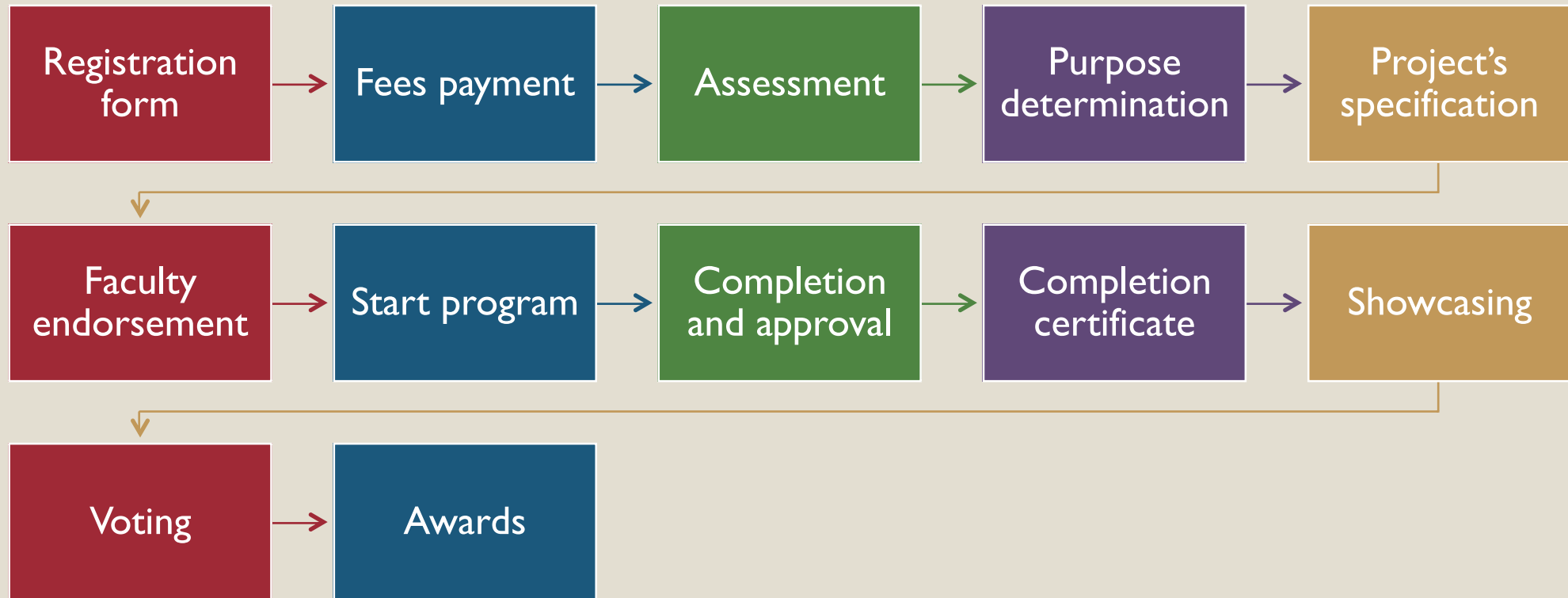
Participants will compete by showcasing their completed projects at their school level for a community vote that may include:

- Students and instructors.
- Heads of local and national public and private firms, NGOs, and government entities, especially HR Directors, giving participants greater chances for better jobs and career opportunities.

This is an unprecedented great chance for value showcasing and career development.



PROCESS



VALUE TO PARTICIPANTS

CBCP help participants to:

- Discover new things/ideas and explore how to build-them - defining their career path.
- Excel and stay-ahead of the rest.
- Be recognized for their achievements.
- Get great jobs or investments opportunities:
 - Become the talents of today and tomorrow demanded by the business world
 - Become entrepreneurs able to start their own businesses.



VALUE TO SCHOOLS

Participating schools will be able to:

- Transform their participants to entrepreneurs or talents of today and tomorrow demanded by the business world.
- Compete through their participants.
- Promote school success stories.
- Enhance participating schools' relationships with their students, families, businesses, and other local and international stakeholders.



CBCP INCENTIVE

- Participating schools will receive 10% of their registered participants paid fees to start a research and development Fund at their schools.
- The Fund is for students and faculties research and development scholarships and training at their schools.
- The Fund will be supervised by Identity Branding Forum Stirring Committee.



VALUE TO BUSINESSES

Businesses who sponsor teams of participants will be able to:

- Test, refresh and promote its brand.
- Build and position its brand value.
- Develop, test and promote brand extensions through participants projects at a very minimal cost and risk.
- Enhance its relationships with participants, universities and communities.
- Acquire future talents out of the winning students.
- Discover community validated new ideas and opportunities at the least cost possible.



SPONSORSHIPS

Sponsorship of students' program fees

- Businesses sponsorship to cover participants' fees only.
- Minimum sponsorship: 15 participant.

Sponsorship of Awards

- Businesses and wealthy people may sponsor winning champions financially.
- To be paid in the form of scholarships towards education or capital investment to start their own championed brands.
- Financial awards categories would be set by either the donors or by Identity Branding Forum.
- Students may choose to compete for the available awards' categories.



CBCP – THE IDEAL ECOSYSTEM

- CBCP brings together:
- Participants through their projects identifying opportunities and building brand values around those opportunities.
- Communities through their voting on participants' projects to validate their brands value of current and future opportunities.
- Schools through their participation to connect to participants identified opportunities.
- Businesses through their sponsorships of participants to engage with the identified opportunities.



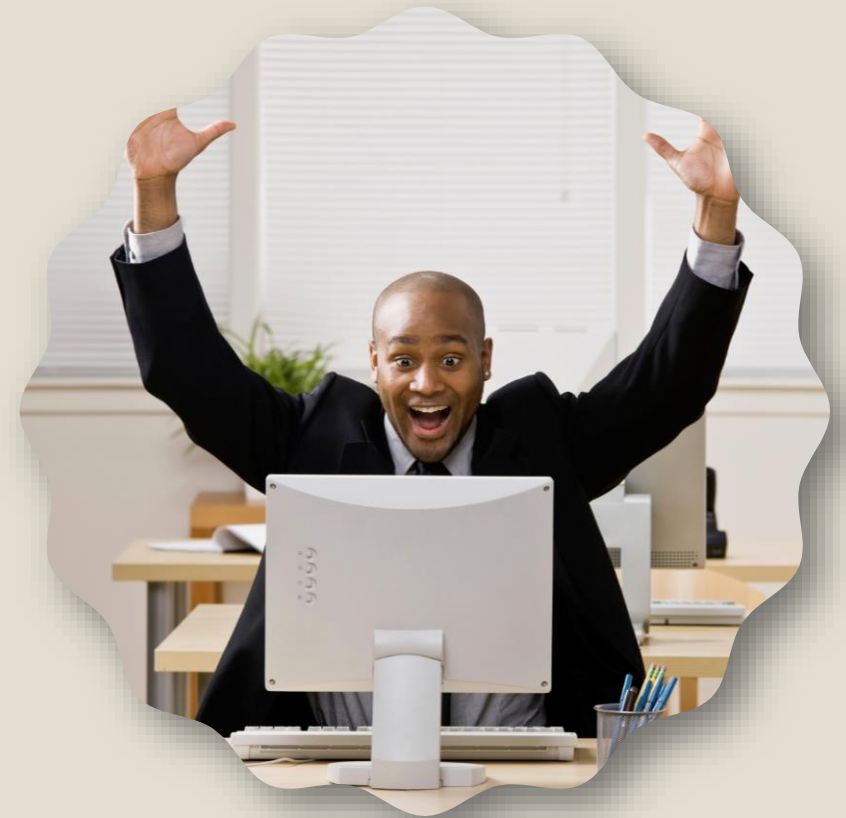
CBCP DATA ANALYTICS

- CBCP will provide on-ground validated current and future opportunities data.
- Participants, supporting schools, businesses and communities will acquire the critical data analytics to support the development of:
 - Current and future talents for brighter outlook.
 - Better education that is aligned with current and future opportunities.
 - Better business opportunities to lead change and future trends.
 - The next big growth areas.



THE FEES

\$300 per participant





TO JOIN

INFO@IDENTITYBRANDINGFORUM.NET

WWW.IDENTITYBRANDINGFORUM.NET