

# Enhance your communication skills

Join our new exciting online sessions!

## 1 Personal branding: gain the full benefits of networking

24 September 15:00-16:30 UTC +3

As an entrepreneur you are your brand. Personal branding is an important way to market your company and your products. This training gives you tips on how to develop your personal brand and present yourself and your business effectively when marketing online and on social media. Projecting a strong personal brand will enable you to make the most of online networks, helping you maximise opportunities to find like-minded people, useful information and potential new customers.

Register here: <https://link.webropolsurveys.com/EP/CD0E44F94F715BF0>

## 2 How to blog and write online

21 October 15:00-16:30 UTC +3

Online writing is a useful skill for anyone who creates content for web pages or writes blogs. This training provides a series of practical tips which entrepreneurs can use straightaway to improve their own marketing and online communications.

Register here: <https://link.webropolsurveys.com/EP/20B8F0B28877B12A>

## 3 Strategic use of social media: how to create a plan that works

2 December 15:00-16:30 UTC +2

People use social media. Therefore companies should use it too! The challenge is knowing where your customers hang out online, and how to reach them. This training gives you easy and concrete tips on how to create an effective social media strategy for your business. Using a circle strategy model, you will have the opportunity to create a social media plan that really works for your company and engages your customers.

Register here: <https://link.webropolsurveys.com/EP/0810BD8CAE5B3EF0>

You will receive a pre-assignment for each webinar via email once you have registered. The participation link will be sent to registered participants two days before the webinar.

This free webinar series comes to you courtesy of the W-Power project and will be presented by Viestintä-Piritta Ltd. Your trainer for each event will be Piritta Seppälä, a communication specialist from Hämeenlinna, Finland. Piritta has been running Piritta Communications for over 10 years. As a trainer she is highly regarded for her ability to communicate effectively with her customers and for giving tips that really work. As a woman entrepreneur she also knows the challenges of online marketing, but as a specialist she knows how to do it right!



Piritta Seppälä

Mail: [piritta@viestintapiritta.fi](mailto:piritta@viestintapiritta.fi)  
www: [www.viestintapiritta.fi/](http://www.viestintapiritta.fi/)

[www.w-powerproject.eu](http://www.w-powerproject.eu)  
For more information:  
[satu.mustonen@karelia.fi](mailto:satu.mustonen@karelia.fi)