



UNIVERSITÄT
BAYREUTH



Bayreuth International Graduate School of African Studies



WORKSHOP

Digital Self Marketing for Scientists in B2B¹ and S2B² Portals like LinkedIn

with

Holger Ahrens
(Die Profilooptimierer)

19 September 2022
9:00 am – 12:00 am

Interactive Online Meeting
(Link will be provided)

Participation **only with prior registration** until **16 September 2022**
(kerstin.tanzberger@uni-bayreuth.de).

The number of participants is **limited to 12**.

¹ Business to Business

² Science to Business



CONTENT

The workshop will be a mixture of innovation talks, presentations and interactive sessions including discussions with lots of chances to exchange with the presenter and the group. With a main focus on LinkedIn and personal profiles we'll learn how to use digital platforms to make your scientific work, your profession and yourself as a person more visible - for a better outreach and engagement with international players in organisations and businesses.

PREPARATION

Participants will receive a short online questionnaire to gather some information about existing resources and needs and individual expectations for the session. We suggest having at least a basic profile at LinkedIn already set up and first experiences there or on other social media platforms to benefit from the session.

PARTICIPATION

Let us know in advance if you wish to get live feedback on your existing profile in our session. Depending on the available time we might be able to do first changes and improvements together with the group and answer individual questions.

PARTICIPANTS

The workshop is for up to 12 participants with LinkedIn profiles or at least the wish to create one in the next future.