emg ASSOCIATES

LONDON PROGRAMME:

PERSONAL BRANDING IN THE ERA OF AI FOR PROFESIONALS



PRESENTED BY:

KHALED ELAHMAD

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Presented by leading industry professional

emg ASSOCIATES

Where Knowledge becomes Confidence

The Welbeck Hotel
57-59 Welbeck St
London W1G 9BL

MONDAY – FRIDAY

09:30AM TO 14:30PM

£4500

[00]

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AI did not kill personal branding. It made it the only thing that protects you.



In a market where AI can write, design and reply in seconds, attention is no longer a problem. Trust is. The professionals who stand out today are not the loudest, the most technical, or even the most experienced. They are the ones whose name carries a clear meaning the moment it appears.

This programme is built for executives, founders, consultants and senior professionals who want to be discovered, remembered and chosen by clients, employers, partners and platforms.

We move beyond profile tweaks and content templates into a structured method for clarifying who you are, what you stand for, and how to express it consistently.

Across five focused days, you will leave with a sharpened identity, a defined niche, an upgraded online profile, a content system you can run weekly, and a deliberate networking practice. All engineered to compound over time.

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Day 01

Knowing Yourself: Superpowers & Values

Focus: The internal foundation. Before positioning, before content, before tools, you need clarity on who you are and what you carry.

- Mapping your superpowers: what you do better and faster than most.
- The values audit: discovering the principles you refuse to compromise.
- Identifying signature stories from your career and life.
- Understanding the gap between how you see yourself and how others see you.
- Naming the patterns: themes, decisions, and turning points that define you.
- Building your personal narrative spine: the story under every post.

Practical Work:

Self-assessment: Superpowers, values and stories canvas.
Peer mirror exercise: Capture how others perceive you in three words.

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Day 02

Unique Value Proposition, Career Path & Niche

Focus: Translating identity into a clear, specific market position that competitors cannot copy and clients cannot ignore.

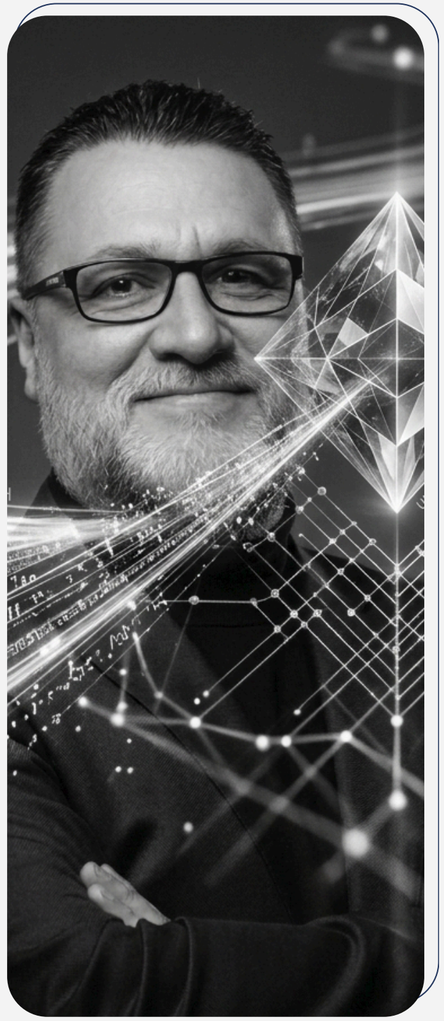
- Crafting your one-sentence Unique Value Proposition.
- Defining your audience: who you serve, who you do not.
- The niche map: choosing depth over breadth.
- Career path scenarios: founder, expert, executive, advisor.
- Differentiation in a crowded market.
- Pricing your expertise: positioning signals that justify premium fees.

Practical Work:

UVP canvas: Three drafts, one final statement reviewed in cohort.
Niche stress-test: Defending your positioning under direct questioning.

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Day 03

Your Online Profile: The Digital First Impression

Focus: Engineering a profile that signals authority in the first three seconds and survives both algorithmic and human scrutiny.

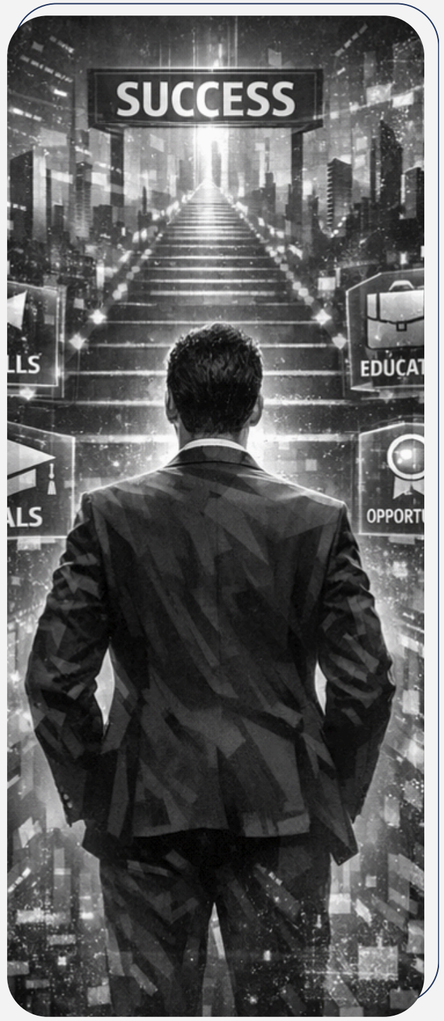
- LinkedIn profile architecture: headline, banner, about, featured.
- Photography and visual identity: signals beyond words.
- Search-optimised positioning: being found by recruiters and clients.
- Cross-platform consistency: LinkedIn, X, Instagram, personal site.
- Social proof: testimonials, features, endorsements, mentions.
- Profile audit framework: the 12-point checklist.

Practical Work:

Live profile teardown: Each participant rebuilds their LinkedIn header and headline.
Smart optimisation: Using modern tools without losing your voice.

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Day 04

The Content Creation System

Focus: Turning expertise into a repeatable weekly publishing engine, where modern tools support your work without replacing your voice.

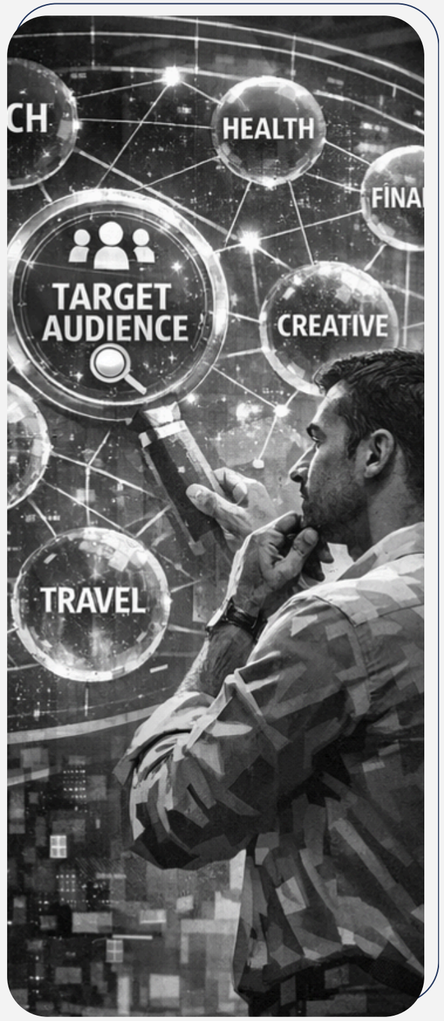
- Content pillars: choosing 3 to 5 topics that compound.
- The Hook, Story, Insight, CTA framework for posts that travel.
- Idea capture: building a personal vault of stories and insights
- Smart drafting, editing and repurposing while keeping your voice intact.
- Weekly cadence: realistic publishing rhythms for busy professionals.
- Measuring what matters: views, saves, replies, opportunities.

Practical Work:

Build your 30-day content calendar with hooks and angles ready to publish.
Live drafting session: One post taken from idea to ready-to-post.

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Day 05

Networking, Commenting & Private Messaging

Focus: The invisible 80% of personal branding. Relationships built through deliberate, respectful, high-signal interaction.

- Strategic commenting: turning other people's content into your visibility.
- The DM playbook: opening conversations without being a salesperson.
- Building a relationship list: the 50 people who can change your year.
- Networking rituals: weekly, monthly and quarterly habits.
- Online to offline: turning followers into meetings and partnerships.
- Boundaries and protection: managing time, requests and reputation.

Practical Work:

Outreach simulation: Drafting and reviewing five real DMs to send this week.
Relationship mapping: Your priority list and a 90-day engagement plan.

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Learning Outcome

By the end of the course, participants will be able to:

- Articulate a clear personal brand grounded in their superpowers, values and signature stories.
- Define a sharp Unique Value Proposition and choose a niche that drives premium opportunities.
- Rebuild their LinkedIn and key online profiles into recruiter- and client-ready assets.
- Run a sustainable content system that protects their voice and their credibility.
- Engage strategically through commenting, networking and private messaging to convert visibility into relationships.
- Protect and grow their reputation as digital trust reshapes how decisions are made and opportunities are won.



Our Training Strategy

is based on personalised learning, where we aim to develop the competence of every delegate by actively engaging them in the course.

Khaled Elahmad

Personal Branding Strategist with deep experience in digital media, leadership positioning, and LinkedIn strategy. Co-Founder & CEO of Mehan.ai, helping leaders turn expertise into influential digital presence. Also serves as Non-Executive Board Member at Jordan Radio & Television, CEO & Co-Founder of Raqmanah, MENA Regional Leader at Favikon, and Visiting Fellow at Al Hussein Technical University (HTU).

Previously: Digital Media Consultant at the Ministry of Digital Economy & Entrepreneurship; Marketing Consultant at the King Hussein Cancer Foundation; Marketing Director at Madfoatcom; Digital Marketing Director at 01Gov; Social Media Senior Manager at Zain Jordan, where he founded the company's social media department; and Director of Digital Media at the Prime Ministry of Jordan. MSM and BBA from Faulkner University, with Leadership Fundamentals from London School of Business Administration.

Roles & Recognition

A practitioner before a teacher. Khaled has led digital, branding, and content initiatives across government, telecoms, healthcare, fintech, and the private sector, in Jordan, the Gulf, and the wider region.

CEO Co-Founder & CEO of Mehan.ai, turning expertise into digital influence.

Board Non-Executive Board Member, Jordan Radio & Television Corporation.

PMO Former Director of Digital Media at the Prime Ministry of Jordan.

Gov Digital Media Consultant to the Ministry of Digital Economy & Entrepreneurship.

MENA Regional Leader at Favikon, the global creator-intelligence platform.

CEO Co-Founder & CEO of Raqmanah, leading regional digital initiatives.

Zain Founded the social media department at Zain Jordan, leading awardwinning campaigns.

HTU Visiting Fellow at Al Hussein Technical University · MSM, Faulkner University.

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