



What parent & students need to know about creating future Career opportunities, today.

Adults know that getting a job is a job. What secondary students don't realise is that their job needs to start now.

**iLink** will demonstrate how the strategic use of LinkedIn by students today can create incredible demand for their services both during and after the completion of their studies.

#### Who Should Attend?

**Teachers & Career Councillors** who want to assist Students in choosing the right career path; securing complimentary work experience and increasing belief in their capabilities.

**Parents** who want to help their children avoid unnecessary study streams and enter the workforce "in demand"

**Students** eager to explore career options & establish their personal brand in favored sectors

#### Overview

- Where to find the 95% of jobs that aren't advertised
- Why you need to be on LinkedIn now
- The Push v. Pull Career Strategy
- How to build your personal Brand
- Why it doesn't matter if you don't yet know what you want to do
- Building targeted Career networks
- Publishing your own content
- Securing part time work

#### About the Presenter

Paul Allen is a former St Bede's College Vice-Captain, Athletics Captain and Boarder, who completed year 12 in 1987.

He holds a Master of Business (MBA) in addition to Bachelor Degrees in Business (Marketing) and Arts (Social Sciences).

He has worked extensively across the Asia Pacific region in senior Sales & Marketing roles with Lion Beer, Patties Foods, Tabcorp, Nippon Paper and O-I Glass.

In 2017 he founded the Value Leakage Advisory and now consults within the Food, Beverage, Aged care and Education sectors.

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