

# Discovering Your Personal Brand and Showing Up Authentically



## Defining Your Personal Branding:

- Learn how to articulate your core values – identifying what we really stand for – as our personal brand needs to be authentic if it's going to be impactful.
- Explore if you are visually communicating your personal brand, or get curious about a perception mismatch.
- Understand the key role consistency plays in your personal brand.

## Defining Your Values and Beliefs:

- Explore how your core values shape your brand.
- Discuss strategies for aligning your actions with your beliefs.

## Showing Up for Yourself:

- Discover practical ways to present yourself authentically.
- Tips for building confidence and making a lasting impression.

Join us for an engaging evening of insights, networking, and self-discovery at the beautiful [SHANGHAI TANG Boutique](#) located in Pacific Place. Attendees will receive a welcome gift and can enjoy an exclusive 20% off on all full-priced items throughout the evening.



**Amanda** is Founder and CEO of Amanda Leigh Style, a Hong Kong-based fashion consulting business.

Amanda has studied at three of Australia's leading tertiary fashion education institutions (Whitehouse Institute of Designs, the Australian Style Institute in Melbourne and the University of Technology Sydney where she graduated with a Bachelors in Fashion Design and Textiles) and has a broad range of experience across the fashion industry including design, construction, sales, merchandising and styling. With a global client portfolio, Amanda delivers a tailored service that warmly, expertly and practically

educates and enables individuals to be their best selves.

Having struggled with confidence for most of her youth she discovered the power clothing had to create a positive impact on body image and boost confidence, Amanda thrives in helping clients also to own their success.

Amanda combines her interest in the science of human behavior with her passion, knowledge and expert eye in styling, to create a service that empowers her clients to dress for success and feel ready to embrace opportunities with confidence and authenticity.



Liz Bradford has over 20 years of diverse leadership experience having worked across three continents and at firms spanning HSBC, Bank of America Merrill Lynch and SWIFT. She studied Information Communication Technologies and technological revolution before accidentally ending up in financial services for two decades. She is the founder of the consultancy firm Transform Perform, and co-founder of Maia, an ed-tech platform focused on the future of work, unleashing organisations' human potential so they can embrace tech transformation.

Her career has ranged from product management to C-Suite roles driving operational excellence, people engagement and technology transformation across teams of thousands in over 50 countries.

Her passion is organisational health, and building resilient future leaders ready to adapt to the wave of unprecedented change that's coming. She believes that the democratisation of education and access to resources is the number one driver of inclusion, empowerment, and a better future for organisations and the world.

An ICF accredited organisational and executive coach, a qualified personal trainer and a certified wellbeing coach, Liz regularly writes and speaks on the topics of cultural evolution, technological transformation, inclusion, female leadership, wellbeing, busting burnout, stress management, and developing healthy cultures.



Ms **Carmen Chiu** is an entrepreneur and recently launched her brand consulting firm, Ennoble, to help individuals and businesses elevating personal branding and corporate branding around the world. She was the former Regional Managing Director (APAC) for Fortnum & Mason from 2019 – 2023. Her responsibility included opening the 1st international flagship store in Hong Kong outside London, to solidify the brand reputation and develop new business opportunities in the key markets including the launch of Tmall Global in China in 2022.

Prior to joining Fortnum & Mason, Carmen was working with GODIVA Chocolatier for six and a half years. Her latest position was Global Communications Director based in New York and was part of the Global Executive Committee. Carmen was previously the Marketing and Merchandising Director for China and Pacific Rim and based in Shanghai. During her tenure at GODIVA, Carmen

led the marketing and merchandising team to develop brand building strategies to cover a wide array of markets (including Mainland China, Hong Kong, Macau, Taiwan, Singapore, Malaysia, Thailand, Indonesia, Vietnam, Mongolia and Australia), through sound marketing plan, PR communications, visual merchandising, product innovations and merchandising to capture the markets' needs. She played a significant role in building the China expansion plan and opened a 100 company-owned stores in 3 years.

Carmen has over 20 years of experience in brand management in the food industry across FMCG, E-Commerce, HORECA and Luxury Retail & Hospitality channels, including 6 years based in China. She joined GODIVA Chocolatier from Nestlé China, where she held the position of Business Development Director, responsible for the expansion of the Swiss ice cream business, Movenpick, in Greater China. Previously, Carmen spent seven years with Ferrero as Senior Brand Manager for Asia Pacific, a true lover in working for experiential lifestyle brands (and happy products) regionally and globally, and deeply inspired by cultural diversity.

A native of Hong Kong who grew up in the UK, she has built a career that spans the globe. Carmen is a dedicated philanthropist and has also been supporting girls in achieving their dreams and is a strong believer in pursuing



what they are passionate about by building their confidence. Carmen has been a mentor in the BritCham Mentoring Scheme 2020/21 and The Women's Foundation Mentorship Program 2022/23 to support the next female generations. She is also an active volunteer and advocate for Mother's Choice in recent years, a local charity serving many children without families and pregnant teenagers in Hong Kong since the 1980s. In addition, she is also supporting the NGO Inspiring Girls as a Role Model and participating many secondary school programs.

Carmen is a member of the British Chamber of Commerce in Hong Kong, a member of the Women in Business Committee, and the Asia CEO Community where she was awarded the Top 10 Powerful Business Leaders – The Voice 2022. Carmen is the 'Women to Watch' for the 30% Club and completed the 2023 Women's Directorship Program at the HKU Business School. From Jan 2024, Carmen has been appointed Board Director for the NGO Inspiring Girls Hong Kong.

About the moderator



**Eleanor Coleman** is passionate about delivering the message of Financial Empowerment, her regular seminars and workshops aim to help women achieve financial freedom through planning and education. Most people say they are “too busy” to deal with their investments and in Hong Kong it is easy to do this again and again. As a busy mother of two little boys, she understands this and wants to make the process of planning for the future as simple and understandable as possible.

After moving to Hong Kong at 24, Eleanor worked with various international banks and financial companies. She uses this experience and her network of professionals to

help people to define and achieve their dreams. Eleanor helps her clients to make proactive decisions to plan their financial freedom by being realistic, setting goals, and seeing how their financial personality might hold them back from financial independence.

Eleanor has lived in Hong Kong for 18 years and has been here for the good times and the bad and knows how to make the most of being an expat. Planning for a secure future, be it for yourself, your family, or your business, is one of the most important steps you will ever take, Eleanor aims to make that a positive experience with a clear and defined plan.

## Pricing

- Member: HK\$300
- Non-Member: HK\$450

## Terms & Conditions

- Reservations in advance are required. Please consider your booking confirmed unless notified otherwise.
- Cancellations must be made in writing 24 hours prior to the event. No shows will be charged.
- This event is closed to the media.
- The event will be cancelled if the No.8 Typhoon signal or the Black Rain Storm warning is in force.

- By attending this event, you agree to be photographed, recorded, and/or filmed and give permission to use your likeness in promotional and/or marketing materials.
- For further information please email [catherine@britcham.com](mailto:catherine@britcham.com)
- All payments for this event need to be settled by credit card through PayPal. Please note you do not need a PayPal account to complete payment.