

## Natworks Workshop Topics

| Complexity                               | Topic                                                                                | Description                                                                                                                                                                                                                                                                                                                                                   |
|------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Professional Branding & Career Readiness | Professional Branding Part 1: Building Your Online Branding on LinkedIn              | Craft a compelling LinkedIn profile that showcases your skills and career goals. Master optimization techniques to attract recruiters and learn strategic job search methods. This foundational step ensures you present a professional, credible identity before engaging with networks, setting the stage for internship and entry-level opportunities.     |
|                                          | Professional Branding Part 2: Networking in Person To Grow and Maintain Your Network | Leverage your established brand to build meaningful connections. Learn networking strategies that generate crucial referrals, often required to secure interviews. Develop actionable plans for initiating conversations and maintaining relationships, transforming passive contacts into advocates who support your transition from student to professional |
|                                          | Strategies to Succeed in Interviews in Global Environment Companies                  | Start with the foundations of interview success in multinational firms, equipping students with strategies to navigate cultural nuances and global formats confidently.                                                                                                                                                                                       |
|                                          | Career Roadmapping for Creatives                                                     | Explore fashion designer roles with LinkedIn Career Explorer, and draw a 5-step career map with Skills Framework for Design                                                                                                                                                                                                                                   |
|                                          | Internship Success                                                                   | Know how to build ATS resumes and 2 STAR stories for creative jobs                                                                                                                                                                                                                                                                                            |
|                                          | Professional Ethics                                                                  | Apply duty, sincerity, Machiavellian realism to fashion dilemmas – form your ethical pledge                                                                                                                                                                                                                                                                   |
|                                          | The Business of Thought Leadership                                                   | With 56% of professionals influenced by executive social presence, this one-hour workshop teaches strategists and creatives to harness thought leadership to grow their brand and craft. Learners will remember the value of thought leadership and apply the four content archetypes to build their online presence on LinkedIn.                             |

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|---------------------------|---------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Marketing Fundamentals    | Introduction to LinkedIn Ads                                  | Learn to create an ad campaign, measure success, and optimize for your advertising objectives                                                              |
|                           | Creating a Campaign                                           | Create and launch an ad campaign in Campaign Manager                                                                                                       |
|                           | Using LinkedIn's Ad Targeting                                 | Learn how LinkedIn's unique targeting works and best practices                                                                                             |
|                           | Ad Formats on LinkedIn                                        | Learn how to use different ad formats to achieve your marketing objectives on LinkedIn                                                                     |
|                           | Campaign Optimisation Tactics                                 | Learn about three primary campaign optimization levers                                                                                                     |
| Marketing Strategy        | Using LinkedIn for Brand Awareness                            | Drive brand awareness with a strong brand campaign strategy                                                                                                |
|                           | Using LinkedIn for Lead Generation                            | Learn to use LinkedIn to drive leads and conversions                                                                                                       |
|                           | Account Based Marketing                                       | Learn how to design an ABM framework on LinkedIn that is unique to your organization to meet your marketing goals and achieve your business objectives     |
|                           | Creative Design for LinkedIn                                  | Design compelling creative that attracts LinkedIn members to engage with your content                                                                      |
| Content & Creative Design | Building a Full-Funnel Content Marketing Strategy on LinkedIn | Align your organic and paid content to the marketing funnel to effectively reach and engage your target audiences at the right time                        |
|                           | Measure What Matters in B2B Marketing                         | Overcome the challenges of measuring B2B marketing performance with a better understanding of the KPIs and attribution models best suited to your business |
| Measurement               | Reporting and Analytics for LinkedIn Ads                      | Learn to identify key campaign metrics and utilize reporting and analytics tools to optimize your campaigns                                                |
|                           | Conversion Tracking                                           | Set up conversion tracking using the LinkedIn Insight Tag and Conversions API to measure and optimize lower funnel campaigns                               |
|                           | Activating Conversions API                                    | Use LinkedIn Conversions API to automatically stream conversion data directly into Campaign Manager to get a full-funnel view of your marketing impact     |
|                           | Ad Campaign Experimentation                                   | Leverage experimentation tools to monitor brand perception, refine creative and hone delivery parameters to improve campaign performance                   |

