



# THE COMMS AVENUE CHAT WITH A COMMS PROFESSIONAL

The Comms  
Avenue

# HIGHLIGHTS FROM DR. ANINO EMUWA'S SESSION

“BUILDING AN INTERNATIONAL BRAND AND NETWORKING FOR GLOBAL VISIBILITY”

To successfully create an international presence for yourself;

- ❖ The first thing is to be sure about what you want to achieve and the area. It is also about building relationships and studying the international communities around you. Learn to contribute your unique expertise and add value.
- ❖ I belong to business associations in my field and I started by taking stock of the various communities and networks that I was a part of and decided to play an active role.



# HIGHLIGHTS FROM DR. ANINO EMUWA'S SESSION

“BUILDING AN INTERNATIONAL BRAND AND NETWORKING FOR GLOBAL VISIBILITY”

- ❖ You can build a name for yourself within a professional network by contributing a blog post or sharing news and events that you might be participating in or organising.
- ❖ Learn to reach out to someone you know or someone you have a mutual connection with. Remember it is all about people and building relationships.
- ❖ You will build a name for yourself through your work. Draw attention to your work so that people can know what you're doing.



# NETWORKING

- ❖ Develop the networking skill because it is critical. For an introvert, it can be very difficult but you have to be more intentional about it.
- ❖ Before I attend a conference in an unfamiliar country, I reach out through mutual contacts for an introduction or I directly reach out through social media. That way, I build a relationship before arrival.
- ❖ You can also walk up to someone and introduce yourself. Stimulate discussions by asking them what they do.



# BENEFITS OF NETWORKING

- ❖ It allows you to access information, invitations, business opportunities, speaking engagements and friendships. Networking will open your eyes to the world.
- ❖ For successful networking, be mindful about the other person. Add value, contribute and get to understand the person's business/challenges. It's not about asking for favours or getting things. Spend time building and contributing and you'll be surprised that the value you get comes when you least expect it.
- ❖ Networking is a long game! The reward can come years later.
- ❖ Networking also helps you to establish your personal reputation.





# BE INFORMED

❖ Spend time getting informed. Follow some key international experts in your area of interest. Sign up for free online courses, register for webinars and listen.

❖ Take stock of your skills and if you run a business, take stock of your value proposition.



# CONTENT IS KING

- ❖ Create content and publish/post.
- ❖ Contribute on international platforms. It will build your name and reputation within the international field.
- ❖ Internationally, the evidence people have are your works. It's of no use if it is hidden.
- ❖ As Communications Professionals, you are best placed to take advantage of opportunities that are opening up in this current season.
- ❖ Your expertise is in great demand to transmit information and ideas. Be creative!



# PUBLISHING YOUR CONTENT

- ❖ When looking for the platform to publish your content, don't go everywhere. Narrow down to an area where you want to create your mark.
- ❖ MEDIUM can be a good platform to publish. LinkedIn shouldn't be overlooked but don't confuse your audience.
- ❖ Creating a name takes time. Please don't give up!

