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# Personal Branding Workshop

Jakarta, February 11, 2020 – [Abang Edwin Syarif Agustin](#) from [Bangwin Consulting](#) led a discussion on personal branding with a number of partners and associates at [M&T](#). Delivering the topics in a casual manner, he split the conversation into two sessions relevant to all generations represented in the audience. The participants talked about the basics of personal branding and its application in social media. They also discussed such topics as the urgency of maintaining a digital presence in a podcast.