



through the looking glass

personal branding and storytelling

Welcome!!!!



"Personal Brand is all that we are, we do, we say, and we share, as well as the value that we are capable of generating in others. It is the sum of our values and how we are valued by the environment, it is the impact of the footprint that we leave on the path of our personal and professional life. They are actions that speak of us and open doors to third parties because they want to keep us close and count on us in their life, environment and projects. It is a strategy and a way to go that assures us of the present and takes us to the future in which we wish to be. "

EVA COLLADO

Monday

GET TO KNOW EACH OTHER

9:00 Welcome coffee.

9:15 Presentation of the week.

Sjoerd Wanrooij. Commercialpolis coordinator.

Luis García. Principal Puerta Bonita.

Jorge Grence. Spanish coordinator.

9:45 Keynote: "What is personal branding?"

Jen Herranz. Conductor.

Journalist, TV presenter specialized in videogames and e-sports.

10:30 Ice breaker activity: "Building personal branding".

Natalia Outes, Blanca Alvitos, Javier Herranz. Teachers of entrepreneurship. 10:30.

12:30 Lunch.

13:30 Pework presentations.

Ghent.

Jyväskylä.

Lisbon.

Madrid.

Newcastle.

Rotterdam.

St. Gallen.

14:45 Coffee break.

15:00 Keynote: "Storytelling. Breaking the stereotypes in advertisement."

Guillermo García López.

Cinema Director.

"Your personal brand is a promise to
your clients... a promise of quality,
consistency, competency, and
reliability."

Jason Hartman



JEN HERRANZ

Account executive in ZIRAN, PR for Final Fantasy XIV. Editor, reporter and news anchor of video games and e-sports. She has studied many fields: analogue and digital photography, film and television direction, multimedia creation and web development and creation and management of micro-enterprises, among other things. And now she learns the Korean language.

She has been camera and video editor, photographer, front-end web developer, community manager and presenter, editor and reporter in some of the most relevant videogame media such as MeriStation, with a weekly videogame magazine, and in the E-sports Vodafone project, with a daily information about e-sports. She has also collaborated in radio, in the program *Yu, do not miss anything* in Los 40 Principales.

In addition, she is an ambassador for different brands, such as Samsung. She dedicates free time to videogames, series, film and photography. She also makes streams playing video games and writes on her blog about the topics she is passionate about.

GUILLERMO GARCÍA



Guillermo García López (Madrid, 1985), is a director, writer, editor and producer.

His first full-length film, "Frágil Equilibrio (Delicate Balance)", won the Goya Academy Award to Best Documentary in 2017, was internationally premiered at IDFA and won the Doc España Award in its domestic premiere at Seminci Valladolid, as well as many other awards and official selections in film festivals.

He is co-founder of Sintagma Films, a production company that develops cinema and advertising projects. One of them is "La Gran Desilusión", directed by Pedro González Kühn, nominated to Best Documentary Short at Goya Awards 2014.

Collaborates with the Architecture School of Madrid in projects that connect cinema and architecture. In this framework, in 2017 he directs the audiovisual installation "Daily Edits From The Border".

Tuesday

DEEPEN OUR UNDERSTANDING OF PERSONAL BRANDING

9:00 Coffee.

9:15 A walk to Carabanchel Business Incubator.

9:30 Entrepreneurship in Madrid: "How does a business incubator work?"

9:45 Keynote: "Building your personal brand in the international market".

Antonella Rodogno.

COO and co-founder ChineSpain.

10:45 Coming back to Puerta Bonita.

11:00 Presentation of the assignment.

Jen Herranz. Moderator.

Round table with the clients of the week.

12:00 Lunch.

13:15 Briefing.

Each group gather with its client so he/she can explain what parts of his/her profile must be improved in the assignment.

GROUP 1. EL OSO Y EL MADROÑO.

Client: Jesús Anaya.

GROUP 2. PUERTA DE ALCALÁ.

Client: Rut San Martín.

GROUP 3. CIBELES.

Client: Mar Sierra.

GROUP 4. NEPTUNO.

Client: Javi Sánchez.

GROUP 5. TORRES KIO.

Client: Jen Herranz.

GROUP 6. METRÓPOLIS.

Client: Jaime Martínez Soria.

17:00 Wine tasting and dinner.

Hotel Escuela. A private bus departs from IES Puerta Bonita.

Time to relax and have fun!!!

"Your personal brand is what people say about you when you are not in the room - remember that. And more importantly, let's discover why!"

Chris Ducker

ANTONELLA RODOGNO



In 2002 I started in the world of administration and customer relationship. My experience in the sector, my dedication and good relationship with clients led me to progress in my different jobs.

At the same time I dedicated myself to the world of entertainment, performing concerts in Spain and production work. Due to this, in 2010 I decided to study a Higher Level of AUDIOVISUAL PRODUCTION and SHOWS to expand my knowledge in this branch. To this day, I continue to work in the production of private shows throughout the Peninsula.

Determined to create my own company, at the beginning of 2014, I started the CHINESPAIN project with my partners, a MARKETPLACE aimed at CHINESE TOURISTS visiting Spain and looking for a different EXPERIENCE to take back home.

The implementation of this process, from scratch, has meant soaking in knowledge of MARKETING, SOCIAL NETWORKS, CREATION OF COMPANIES and CHINA CULTURE, among others.

The project is launched and invoiced, proud to be #AcercandoCulturas, creating jobs and having achieved a perfect team.

Currently my work in Chinespain is related to the development of the product and customer management (tourism partners and Chinese tourists), the search for new international destinations and the promotion of the startup in events.

Apart from this, and on a personal level, after visiting more than 30 countries, I manage and write at www.laaventuradejuls.com, A TRAVEL BLOG where, together with my partner, we leave our travels, our experiences, the tricks we use to get flights and affordable accommodations, curiosities of every place we visit and even anecdotes related to History. This, apart from dozens of courses in this regard, has given me knowledge of SEO, SEM, WEB, HTML and RRSS language.

Wednesday

SHOOTING

8:30 Coffee.

8:45 Collecting of equipment.

Each group will have: 1 DSLR, 1 tripod, 1 sound recorder, 1 lavalier microphone, 1 shotgun microphone.

9:00 Transport to the locations.

12:00 Lunch.

Lunch will be arranged in the location.

Locations.

These are the locations where the groups are going to spend the day.

GROUP 1. EL OSO Y EL MADROÑO.

Consuegra.

GROUP 2. PUERTA DE ALCALÁ.

Tabacalera.

GROUP 3. CIBELES.

Matadero.

GROUP 4. NEPTUNO.

Matadero.

GROUP 5. TORRES KIO.

Tabacalera.

GROUP 6. METRÓPOLIS.

MediaLab Prado.

"Your brand is a gateway to your true work. You know you are here to do something - to create something or help others in some way. The question is, how can you set up your life and work so that you can do it? The answer lies in your brand. When you create a compelling brand you attract people who want the promise of your brand - which you deliver."

Dave Buck

Thursday

EDITING

8:30 Coffee.

8:45 Editing the whole day.

Although there will be at least one computer for each group, personal computers are welcome.

12:00 Lunch.

Puerta Bonita Canteen.

18:45 Paella in Puerta Bonita gardens.

As you probably know, paella is one of the most popular dishes in Spain. We offer you a home made paella in the facilities of the school.

As the autumn has come, this activity depends on weather conditions. If it rains, will be suspended, so pray your God to give us a sunny day.

"A great brand is a story that's never completely told. A brand is a metaphorical story that connects with something very deep - a fundamental appreciation of mythology. Stories create the emotional context people need to locate themselves in a larger experience."

Scott Bedbury

Friday

PRESENTATIONS

8:30 Coffee.

8:45 Presentations.

09:00 GROUP 1. EL OSO Y EL MADROÑO.

09:15 GROUP 2. PUERTA DE ALCALÁ.

09:30 GROUP 3. CIBELES.

09:45 GROUP 4. NEPTUNO.

10:00 GROUP 5. TORRES KIO.

10:15 GROUP 6. METRÓPOLIS.

11:00 Goodbye Madrid, Hello Rotterdam.

Sjoerd Wanrooij. Commercialpolis coordinator.

Jorge Grence. Spanish coordinator.

12:00 Lunch.

Puerta Bonita Canteen.

"Personal Branding is about building authority that gets people to pay attention to your message and want to share it and recommend it to others."

Mark Traphagen

THE TASK

The client:

Each production unit will have a different client that will be a real professional with them working on Tuesday and Wednesday.

They are the six whose profile are explained later.

The goal:

Improving the personal brand of the client.

Briefing:

The clients will join the group during the briefing on Tuesday to achieve the following outcomes:

Target group of the final products.

The story.

How many products and duration.

Moodboard.

Kind of a shooting plan.

The products:

Product 1

Videos that reflects the personal brand of the professional in the communication sector designed for a Youtube channel or a similar social network.

It doesn't matter if it is one, two or more videos, but the total duration mustn't be longer than one minute. Can be 1 video of one minute, two videos of 30 seconds, ten videos of 6 seconds...Whatever combination is possible.

Product 2

Create an instagram profile for the client in which the Stories tool is used with between four and six elements of both still image and video for the promotion of his personal brand.

Presentation:

The presentation will be held on Friday with a maximum duration of 10 minutes, and includes:

Short description of the group and the goals.

Showing the products.

Making of.

THE CLIENTS



JESÚS ANAYA

Jesús Anaya is co-founder and CEO of Produciendo, a company with a short but intense trajectory of 5 years in which he has been able to recover two old Manchego windmills that were in decline, develop two tourism projects to restore their lives and get some brilliant business statistics such as: a volume of 100,000 customers per year from more than 35 countries, generate 20 fixed jobs, organize events on demand for around thirty companies such as Amazon, Coca Cola, Abbot, Schmitz Cargobull, etc.

That is now immersed in an ambitious project to create a system of multi-store online reservation system that channels tourist resources throughout Castilla la Mancha and, which serves to connect a multitude of companies in the sector to generate more sales, better positioning and image of the different services that are offered in the region.



MAR SIERRA

[Linkedin](#)

CEO of Sensahion Photostudio. I started to start at age 20, one year after finishing my studies in Audiovisual Production. I associated myself with the photographer Juan Cabanillas and together we started Sensahion Photostudio with very little investment and infinite desire to dedicate our time to full time. In September 2011 we opened the photographic studio in the heart of Madrid's Gran Via.

In March 2012, we moved to our current location and in less than a year the company was allowing us to live off our passion. Juan with photography and myself with online marketing and customer service. Since September 2016 I have decided to continue with this project alone, with the collaboration of new photographers and other professionals in the sector.

We make photo books for individuals and professionals. From photographs for your social profiles to complete books for actor jobs or fashion agencies. Also for personal occasions such as birthdays, bachelorette parties, anniversary or designated dates. Our philosophy is to make the model enjoy the experience to the fullest and that posing is a fun activity to share with your friends and proudly display on your social networks.

Personally, undertaking so young has been an adventure that I recommend to everyone and despite the adversities, it is without a doubt the best school. No school will teach you how to sell, like the simple act of selling yourself.

Our path has been slow and without funding ... but in the long run it has given us infinite experience. Now that I face it alone, the challenges will be new, but infinite the desire to continue learning and offering my experience with the greatest affection to my clients.



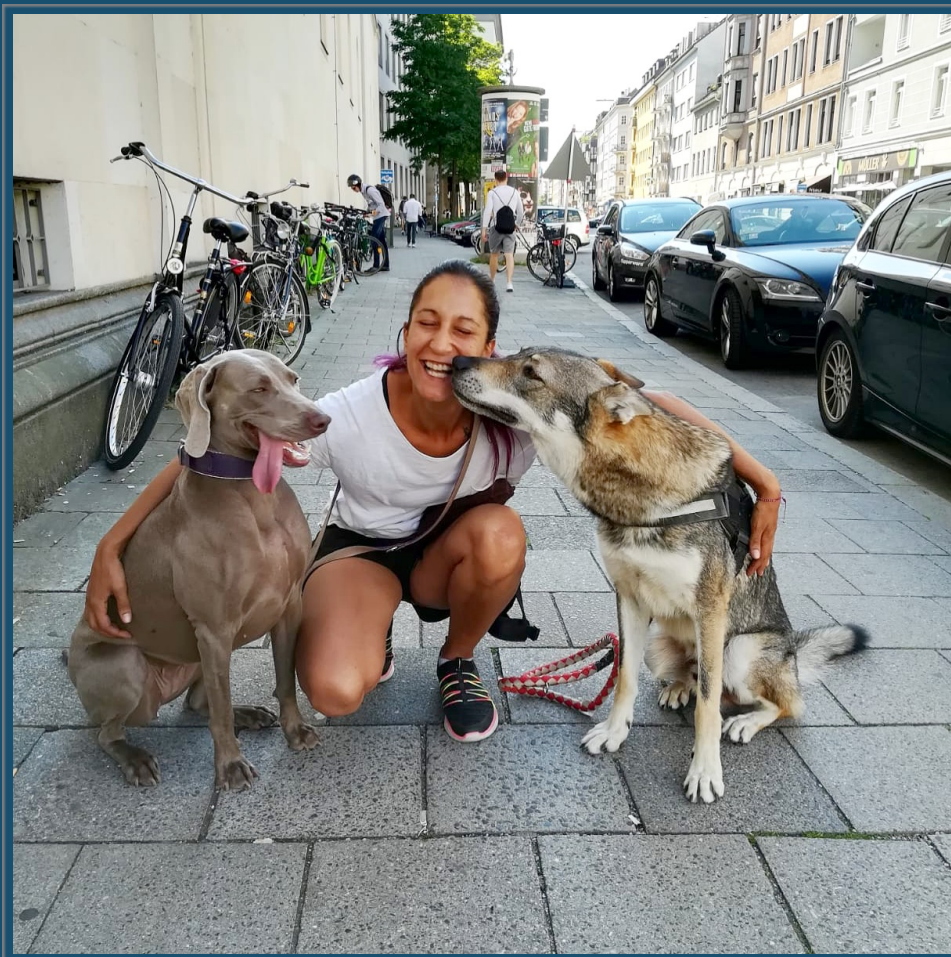
JAVI SÁNCHEZ

Is pure positive energy, both in front of the public in any of his sets, like through the microphone on the airwaves. Is one of the members of the deejays radio team of MaximaFM. One of his greatest passions is the one he has for the world of radio. In their years of experience has made programs in which he has interviewed great deejays and national and international producers of first category, like Don Diablo, Nervo, Danny Avila, Kryder, etc.

Belonging to the leading dance station has allowed him to grow both in his facet of speaker as in his profile as deejay, with which he has taken his music to all the country representing MaximaFM in cities like Zaragoza, Valladolid, Toledo and many more; getting gauges that exceed 100,000 people.

It is also worth mentioning his passing through such representative events for electronic music such as Dreambeach Villaricos, A Summer Story, or halls first international level as Bora Bora (Ibiza), Fabrik (Madrid) or Theater Kapital (Madrid). His more than 10 years of experience in the cabins and his elaborate technique makes Javi Sánchez chameleonic with the turntables, working with many styles ranging from deep house and club sound to the most festive big room, going through the most commercial sounds that work daily on the radio. For all this he has had the opportunity to share line up with such important artists like David Guetta, Steve Angello, Nicky Romero, Oliver Heldens, DJ Nano or Paco Osuna among many others.

RUT SAN MARTÍN



Madrileña of birth, Alcarreña of blood, adoption Pamplonica and a tail of lizard, that would say my grandmother. For that concern that characterizes me I have lived in different cities in Europe and I have not stopped traveling to continue knowing everything that this world offers us.

That's why in 2010, when they offered to finish my photography practice outside of Spain, I did not think about it and I accepted and thanks to the coincidences of life, that same year, I discovered this work that has turned 180° my work career.

Since then this city has given me the opportunity to work on what I really love, to teach this city to anyone who wants to accompany me.

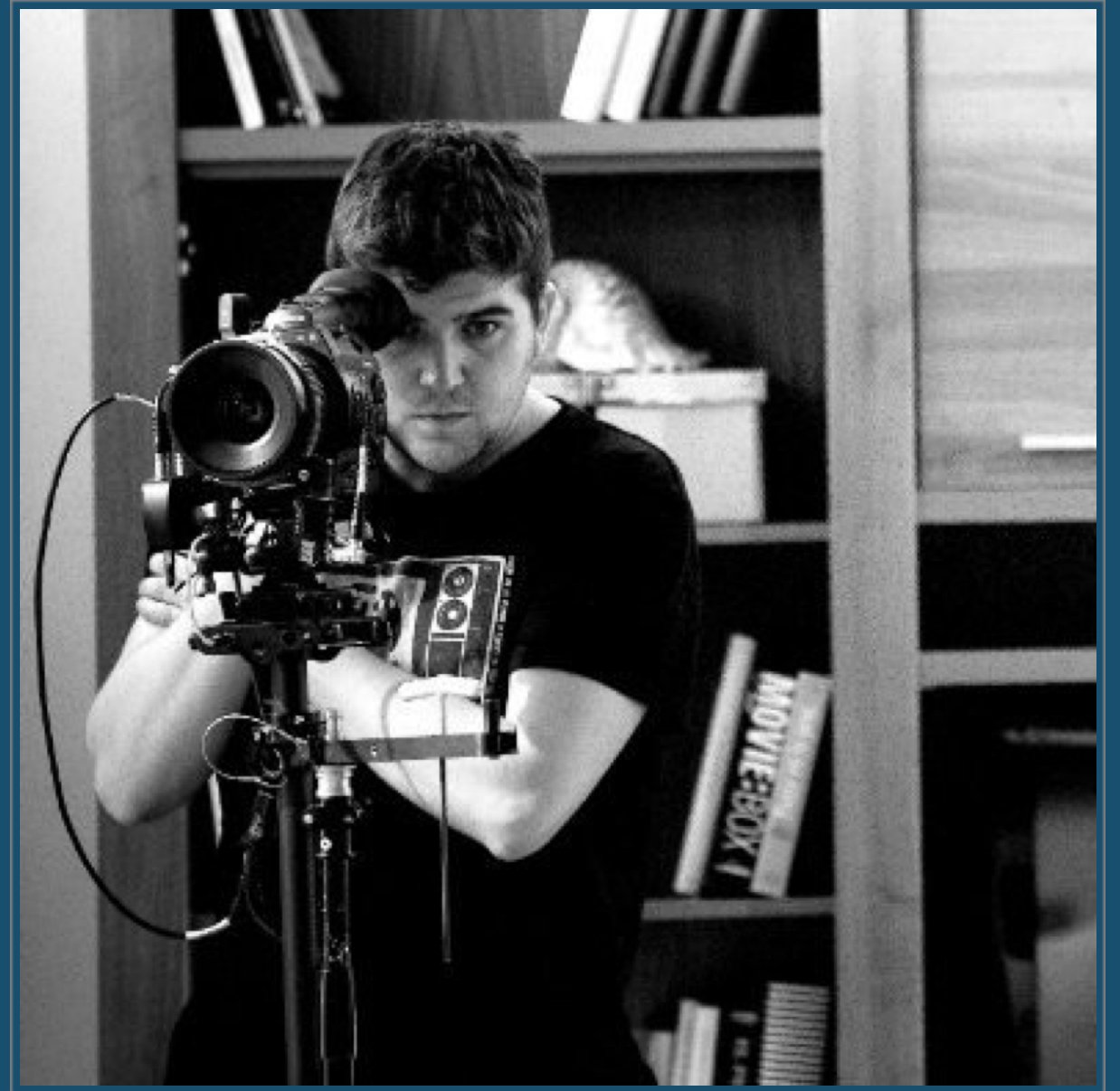
A job that allows me to continue traveling, my second passion and meet people from all corners of the planet is like traveling without leaving home!

Munich surprised me from minute one, its wide streets, its quiet atmosphere, its beer culture and its dark history ... I was so fascinated by this small but important city, that I stayed and I will be happy to tell you all the little secrets that the Bavarian capital keeps.

JAIMÉ MARTÍNEZ SORIA

Devoting himself to the world of photography and cinematography, he has been working making videos for la LIGA BBVA, Real Madrid TV and AS magazine.

His previous experience led him to set up MarsoProducciones in January 2014. Nowadays he is CEO of the company, with responsibilities in shooting and editing commercials.



Ever since 2014, he is a CPS EOS trainer for CANON Spain. He makes workshops to show different aspects of the Canon equipments to audiovisual professionals who would like to improve their skills.

Arriving at Puerta Bonita

WHERE ARE WE?



We are here



34; get off at Plaza de la Palmera



Oporto; Line 5

Then: 20' walking.

Or: Bus 34.

San Francisco; Line 12

Then: 7' walking.



12 to 15 euros from de city center

Enjoy!!!!

