

30 young people from six European countries learnt how to build a personal brand in the Personal Brand Marathon training

The programme was implemented by the Ciprian Marica foundation and financed through Erasmus+

Bucharest, October 30th 2014: Personal Brand Marathon, the first international training of personal branding organized in Romania through Erasmus+ programme for representatives of non-profit European organizations, came to an end after eight days of courses and workshops. 30 young professionals learnt through non-formal education how to build an authentic personal brand and become ambassadors of the social programmes they get involved in.

Personal Brand Marathon training course took place between October 20th and October 28th, in Bucharest. It represented Ciprian Marica foundation's first initiative of creating a network of leaders and youth workers involved in non-profit activities and entrepreneurial projects. The young participants, aged between 18 and 35 years old, received counseling in building a personal brand and raising awareness for their projects. The projects also takes into consideration the Europe 2020 strategy put forward by the European Commission through Erasmus+ programme, that of developing professional insertion skills and competences by offering formation opportunities. Personal Brand Marathon programme is financed by the European Union.

The 30 young people represented organizations from Croatia (Rapplection), Italy (Le Royal), Spain (Fundacio Catalunya Voluntaria), Slovakia (Adel), Latvia (Baltic Regional Fund) and Romania (Ciprian Marica Foundation). They participated in a series of workshops of non-formal education that helped them develop a set of professional and personal skills and competences. The main goal of the training was achieved and consisted of creating a creative space where the participants, guided by international trainers, can discover their values and find out what are the steps they must take in order to create a strong personal brand, promote it through specific channels and manage it on the long term.

“Personal branding is a hot topic nowadays for any young person working in a non-profit organization or for graduates who wish to get involved in social entrepreneurial projects. We are happy we had the chance to guide them and help them design a strong presence in online, as well as in offline”, said Artemis Boldea, General Manager, Ciprian Marica Foundation. “Now, every participant knows how to evaluate his or her competences and skills, how to find a job or partners who can support them in the implementation of social projects that answer the problems of the community and they can also pass on the information to their colleagues in the international organizations they represent”, added Artemis Boldea.

Activities carried on during the formation course encouraged the exchange of best practices and instruments used at European level among youth workers, students and project

coordinators, as well as creating a network of specialists in personal branding, social entrepreneurship and talent management through non –formal methods.

The relevant documents for both participants and other people interested in learning details on personal branding will be present on the special platform dedicated to Personal Brand Marathon on the [Ciprian Marica website](#) and on the foundation's [Facebook](#) and [Twitter](#) pages. Several workshops will also be organized in Bucharest with non-profit organizations, freelancers, entrepreneurs, as well as students.

„The partnership with the international foundations will continue, and the dedicated platform, integrated in the website of the Ciprian Marica foundation, will be constantly developed with articles and information on personal branding. Locally, we will increase the visibility of the Erasmus+ Programme”, mentioned Artemis Boldea.

The participants received a Youth Pass certificate, accredited by the European Commission at international level. These certificates attest intrapersonal skills, personal branding notions, and entrepreneurial, as well as internal communication spirit assimilated during the eight formation days.

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About the Ciprian Marica foundation

Ciprian Marica Foundation is a non-profit organization founded on November 23rd 2012. The mission of Ciprian Marica foundation is to discover, guide, form and promote young people who are talented and have special skills in arts, sports, science and education, through actions and sports, cultural and educational events. The foundation works on three directions: scholars programs, community programs and building a vocational school step by step (a medium term objective). www.fundatiaciprianmarica.ro

About Erasmus+

Erasmus+ is the new European Union programme for education, training, youth and sport and will take place in the period 2014-2020.

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