

PKMM UPNVJ, Presents Tomy Ristanto Senior Producer and News Anchor NET TV

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In an effort to form skilled and creative students, the Jakarta "Veteran" National Development University (UPNVJ) invited Tomy Ristanto, a producer and news anchor on various television stations who is currently working as an *On Screen Maximizer* and *Public Speaking Trainer*.

This agenda is a series of Student Management Skills Training (PKMM) activities.

"The main benefits of personal branding are increasing our value, increasing self-confidence, differentiating us from competitors, establishing credibility and building an image," explained Tomy in front of 114 students at the Bhinneka Tunggal Ika Auditorium, on Wednesday (28/02/24).

On this occasion, Tomy thoroughly discussed personal branding, how to start, personal branding strategies and *public speaking skills*.

According to him, starting personal branding for students can be started by setting *goals*, becoming an *agile* student, diligently making a *to do list*, building a temple or *curriculum vitae*, building a social media account and learning good communication and looking for a mentor or *role model*.

Tomy, who was once a moderator of the final debate for presidential and vice presidential candidates, also conveyed the personal branding strategy by giving the example of comparing himself as a smart, serious and healthy person by showing sports activities.

In his discussion about *public speaking*, Tomy explains how to do good *public speaking*.

Not only that, Tomy also told and practiced directly about the process from start to finish on how he became a *public speaker* today.

"The basic elements are determining the material to be presented, conducting research, determining the main message and supporting messages, and increasing data regarding whatever we will convey," explained Tomy.

