

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 settinggoals, 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 *apublic* 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.

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