



## Academy Case Study :: Career Focus – Polish Professional Forum

The Bright Purple Academy hosted an event organised by the Polish Professional Forum in Edinburgh. The event focused on career development via building personal brands on LinkedIn and CV writing skills. Bright Purple's Delivery Manager talked to the attendees about trends in the British job market and soft skills desired by UK employers. With over 40 attendees the session was very well received and the participants also said it provided a great opportunity for a successful networking session after the presentations.

The Polish Professional Forum is a group of Polish Professionals in the UK who have come together with the objective of inspiring and motivating its members through professional development, acquiring new skills and achieving personal goals. The PPF is a platform for networking, mentoring and sharing experiences. Members of the PPF are the ambitious, entrepreneurial Polish, who are or aspire to be professional, and want to promote positive image of the Polish community in the UK.

*Testimonials from attendees at the seminar:*

*'Excellent location and venue, Bright Purple were very welcoming'*

*'Great subject, very informative evening'*

*'Motivating and inspiring event'*

