



Re-motivate young NEET women to enter the labour market by building their personal branding through gamified training

Brand Game addresses post-COVID challenges for young NEET women entering the job market. It focuses on empowering women to build their personal brand through training materials and hands-on challenges, facilitating experiential learning for market readiness. Brand Game aims to create personal branding training for young women, develop a collaborative Minecraft game for motivation, and establish a communication hub connecting job/training providers with seekers.

> Every woman has a story – it's time to make it your brand!

Webite - What You'll Find on <u>www.brandgame.eu</u>

> Download free training materials

Play the BRAND GAME on Minecraft

> Get updates on events & results

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