

THINK TANK BRANDING SOLUTIONS PROUDLY PRESENTS

# #TTBSME

CREATIVE BRANDING 3 DAY WORKSHOP

THINK TANK BRANDING SOLUTIONS PROUDLY PRESENTS

# #TTBSME

2018 CREATIVE BRANDING WORKSHOPS



## Join the mentoring group online

- Step 1 - Open the Facebook app
- Step 2 - Click on the triple Line icon
- Step 3 - Click QR CODE
- Step 4 - Scan the code provided
- Step 5 - Request to join the group

THINK TANK BRANDING SOLUTIONS PROUDLY PRESENTS

# #TTBSME

2018 CREATIVE BRANDING WORKSHOPS



Welcome to #TTBSME!

This course is designed to be relaxed, engaging and encourage user participation. By participation we mean we want you to come prepared to learn, contribute and be part of the experience of everyone in the room.

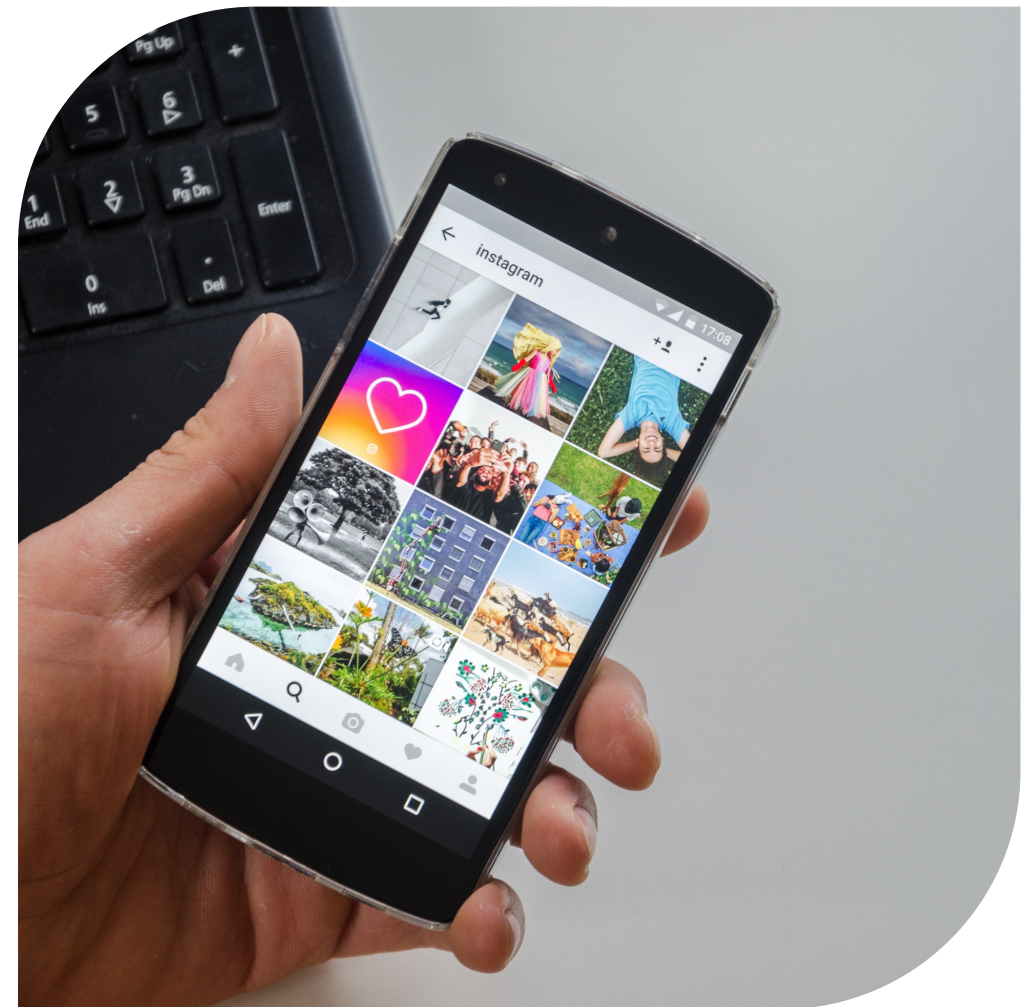
Over 3 days we have put together a huge amount of information into a very short timeframe. This is intentional and we do it to create value in our courses.

The course is run by Jaana Brown, Director Think Tank Branding Solutions, Australia and it is aimed to educate, challenge and draw out confidence of everyone in the room allowing them to develop an understanding and confidence towards their own business branding.

THINK TANK BRANDING SOLUTIONS PROUDLY PRESENTS

# #TTBSME

2018 CREATIVE BRANDING WORKSHOPS



## DAY 1 - FEED MY FEED

The first day of the course is devoted to covering off the basics of social media from a business centric perspective. Then getting creative to produce some bespoke social media graphics.

## TOPICS YOU WILL ENGAGE WITH

- Why social Media matters
- Algorithm Basics for Facebook & Instagram
- Hashtags
- Free tools for better feeds
- Almost free tools for even better feeds
- Canva

## HANDS ON ACTIVITIES

- Business Speed Dating
- Platform Choice Group Brainstorming
- Social Media Graphic Design Activity

## INCLUDED

Tea, Coffee, Morning and Afternoon Tea



THINK TANK BRANDING SOLUTIONS PROUDLY PRESENTS

# #TTBSME

2018 CREATIVE BRANDING WORKSHOPS



## DAY 2 - LET'S BUILD A WIX SITE

The second day of the course is spent producing  
(with guidance) your very own business WIX  
website.

## TOPICS YOU WILL ENGAGE WITH

- Backend CRM & plug ins
- Importance of SEO & Avoiding black hat SEO
- Preparing your site for submission to google
- Sitemaps and analytics
- Responsive design
- Online Store Basics

## HANDS ON ACTIVITIES

- Agile group site map building activity
- Platform Choice Group Brainstorming
- Building your own website

## INCLUDED

Tea, Coffee, Morning and Afternoon Tea

THINK TANK BRANDING SOLUTIONS PROUDLY PRESENTS

# #TTBSME

2018 CREATIVE BRANDING WORKSHOPS



## DAY 3 - TIME TO GET COLLATERAL

The final day of the course will take you in leaps and bounds for your new brand - we are creating collateral ALL DAY! Let's apply all your new skills to produce collateral you will use as part of your business!.

## TOPICS YOU WILL ENGAGE WITH

Revising topics discussed in day 1 & 2

Basic principles of design

Colour space

## HANDS ON ACTIVITIES

Professional Headshot Session

Marketing Collateral Guided Design

## INCLUDED

Tea, Coffee, Morning and Afternoon Tea



THINK TANK BRANDING SOLUTIONS PROUDLY PRESENTS

# #TTBSME

2018 CREATIVE BRANDING WORKSHOPS



## WHAT DO I BRING??

Yourself, a willingness to be part of the creative process and a positive attitude. You must be able to use a computer confidently to attend..

Laptop, external mouse and laptop charger  
(Note laptop must be Wi-Fi compatible)

USB stick

30 business cards

List of passwords to access your social media

Access to your wix account

Premium subscription to wix

Domain name (or an idea of the one you want)

List of 3 graphic design pieces you would like to complete while at the course

Water bottle, pen, paper and lunch.

THINK TANK BRANDING SOLUTIONS PROUDLY PRESENTS

# #TTBSME

2018 CREATIVE BRANDING WORKSHOPS



## WHAT DO I LEAVE WITH?

Leaving this course you will have a greater understanding of branding in small business and how to produce professional results on a start-up budget, in addition you will also leave with:

- a life membership to our mentoring FB group
- 1 Skype hour of 1x1 post course support
- 3 professional headshots to keep
- a new (live) website
- Polished Facebook & Instagram profile & banners
- Complimentary SEO reports for 6 months
- a group of new business connections
- At least one new piece of marketing collateral

and much more!



THINK TANK BRANDING SOLUTIONS PROUDLY PRESENTS

# #TTBSME

2018 CREATIVE BRANDING WORKSHOPS



## SHOW ME THE MONEY!

It is easy to see why this course is popular! The "Teach you to fish" mentality allows you to produce future work at lower cost. Arguably more relevant though is that, you leave with \$1000's of completed design work in your bag.

The cost of the course is just \$499+GST for 3 days per person and the group size is limited to 15 people with the average course being around 7-10 people.

To learn more email [hello@ttbsolutions.com.au](mailto:hello@ttbsolutions.com.au)

THINK TANK BRANDING SOLUTIONS PROUDLY PRESENTS

# #TTBSME

2018 CREATIVE BRANDING WORKSHOPS



WHAT IF I WOULD LIKE MORE SUPPORT?

We can provide additional mentoring hours for \$40+GST per hour (Telephone/Skype) or for Brisbane/Ipswich Metro \$70+GST face to face.

20% off the suite of services Think Tank supplies for 6 months after your course.

10% off any #TTBSme courses you enrol in for the next 12 months.

Visit [www.ttbsolutions.com.au](http://www.ttbsolutions.com.au) for more information.