

# 2021 Business TRAINING Opportunities

Jan-June ONLINE

Due to the corona virus pandemic, all business training sessions will be delivered online instead of previous face to face sessions until further notice.

WEDNESDAY 24 FEBRUARY 2021

## A BEGINNER'S GUIDE TO DESIGNING LIKE A PRO USING CANVA



**Time:** 10am-11am

**Cost:** FREE for Central Geelong Businesses

**Location:** Online

**For bookings:** <https://www.eventbrite.com.au/e/a-beginners-guide-to-designing-like-a-pro-using-canva-workshop-tickets-139337707835>

**Level:** BEGINNER

### Details:

Do you want to create beautiful and professional designs for your business? Canva is an online based, Australian made platform that has revolutionised how people create visual content for free.

In this workshop you'll learn how to create beautiful designs that can be used for social media posts, in business newsletters, proposals, blogs, flyers and more.

**The presenter:**  
**Emma Jennings (CGM)**  
& **Elise Getson (TGGB)**

This session will be facilitated by two non-designers. Self-taught, Elise and Emma will take you through the most useful aspects of Canva and demonstrate how they use Canva on a day-to-day basis. Sure, there's always a need for a professional designer, however knowing the basics of Canva will help you keep your brand consistent across all platforms without having to pay a professional every time.

WEDNESDAY 21 APRIL 2021

## SOCIAL MEDIA REFRESHER FOR BEGINNERS



**Time:** 10am-11.30am

**Cost:** FREE for Central Geelong Businesses

**Location:** Online

**For bookings:** <https://www.eventbrite.com.au/e/social-media-refresher-tickets-144557119235>

**Level:** INTERMEDIATE

### Details:

The social media landscape is a rapidly changing environment and it's super important that you keep up to date with all the changes, and even just refresh your skills. Covering Organic vs Paid Advertising, posting frequency, followers vs engagement, content strategy, growing your brand and more.

**The presenter:**  
**Angela Ward KBB Digital**

Angela Ward has over 15 years marketing experience working in across various industries including Luxury Cars, Radio, Leasing and Recruitment. A love of small business and a focus on keeping things simple this refresher will be easy to follow and provide some useful insights for small business, plus some Q & A time

TUESDAY 27 APRIL 2021

## KICKSTART – GOAL SETTING FOR SUCCESS



**Time:** 10am-11.30am

**Cost:** FREE for Central Geelong Businesses

**Location:** Online

**For bookings:** <https://www.eventbrite.com.au/e/2021-kickstart-goal-setting-for-success-tickets-141211307823>

**Level:** BEGINNER

### Details:

This session will take you through the fundamental parts of how to become a Goal Digger and gain a better sense of self awareness and then using insights to set Goals that are important.

**The presenter:**  
**Adam Jelic MiGoals**

Adam is the founder of Australia's leading empowering stationery brand MiGoals. It began with his goal to create a diary that would help himself and others find their purpose, realise their dreams and make it a reality.

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THURSDAY 6 MAY 2021

## ACCESSIBILITY AWARENESS

**Time:** 10am-12pm

**Location:** Online

**Cost:** FREE for Central Geelong Businesses

**For bookings:** <https://www.eventbrite.com.au/e/disability-101-tickets-139572606423>

**Level:** INTERMEDIATE

**Details:**

Learn practical low-cost steps to increase the disability awareness and confidence of your workplace and business. Learn flexible approaches to creating a welcoming and inclusive environment for people with a disability and practical ways to help your business create an engaging customer service approach

**The presenter:**

This session will be delivered by the Australian Federation of Disability Organisations

TUESDAY 8 JUNE 2021

## LINKEDIN BUSINESS FOR BEGINNERS

**Time:** 10am-11.30am

**Location:** Online

**Cost:** FREE for Central Geelong Businesses

**For bookings:** <https://www.eventbrite.com.au/e/linkedin-business-for-beginners-tickets-141759900679>

**Level:** BEGINNER

**Details:**

LinkedIn can become a successful tool in your business' marketing strategy through the expansion of your professional network. Raising awareness and driving engagement is the name of the game here – get set to make your brand-story a bestseller.

MONDAY 28 JUNE 2021

## MAILCHIMP – WHY? WHAT? HOW? DIRECT EMAIL MARKETING WORKSHOP

**Time:** 10am-11.30am

**Location:** Online

**Cost:** FREE for Central Geelong Businesses

**For bookings:** <https://www.eventbrite.com.au/e/mailchimp-why-what-how-direct-email-marketing-workshop-tickets-141757228687>

**Details:**

We will guide you through a process that you can use to get clear on what to share in your emails and show you how to get started.

You will learn how to build a great looking email template that reflects your brand, values, and communicates in a way your customers will love.

**The presenter:**

**Tim Davies**

Tim is a Tourism industry expert with many years' experience, developing the marketing & presentation of regional tourism businesses. Working mostly within Victoria for the last four years, he's decided to branch out and tour the country himself, researching and gaining first-hand insights along the way.



An initiative of  
Central Geelong Marketing  
100 Brougham Street  
Geelong VIC 3220

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