

Business Connect

Funded by the NSW Government



Start, grow, adapt or run your small business

Online brand 2.0

Wednesday 14th April, 10am-12pm

Your brand's unique and distinctive qualities create a contrast in the mind of your clients and your audience. And this is a sustainable point of difference because you can't copy a personality. This will help you to sell, stand out and endure.

Once you have uncovered your brand, what can you do to take your stand out online brand to the next level? This workshop is all about ACTION.

In this practical workshop you will:

- Learn from examples of how to express your brand online on different social platforms like Instagram, Facebook and LinkedIn.
- Understand how to contrast your competitors with your online brand
- Go through practical steps of how to express your brand through different elements on your website, our email, your social media and your campaigns.
- Create a roadmap for you to complete for creating a stand out online brand.

Presenter: Kirryn Zerna

Kirryn is a keynote speaker masterclass presenter and author. She has worked with over 2,000 small businesses and entrepreneurs and was awarded the Kerrie Nairn Scholarship for an emerging speaker by professional Speakers Association. She has a masterclass of management and a graduate of the Australian Institute of Company Directors.

There is a Maximum of 20 spots available.

This is a live online event and will be recorded. Those who attend will receive a copy of the recording & any available resources.

Business Connect is a dedicated and personalised NSW Government program that provides trusted advice to help you start, run, adapt or grow your small business



Western Sydney Business Centre

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 [Click here to book online](#)

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Online Workshop
FREE