

WELCOME

Welcome & Housekeeping

- When signing into the webinars, please use your team name and your first name only e.g. <Team Name_First Name> or <TC_Team Name_First Name>
- Please respect the [Code of Conduct](#) throughout all the webinars
- Only click on links which are shared by Panelists in the chat
- Get involved! We want to hear from you, so please make use the interactive features of Zoom:
 - Q&A - please put any questions here
 - Chat - this can used for more general discussion
 - Raise hand - opportunity for attendees to be unmuted and speak
 - Polls - these will pop up at different stages during the webinars and are anonymous
- Webinars and the slides will be available to watch after this week:
<https://longitudeexplorer.challenges.org/im-a-longitude-explorer-finisher/>
- There will be three multiple choice evaluation questions at the end of the webinar which we ask all attendees to please answer



Photo by [Danielle MacInnes](#) on [Unsplash](#)

WHAT TO EXPECT TODAY

1. BRAND IDENTITY
2. DIGITAL DESIGN: CANVA
3. ONLINE PRESENCE
4. DIGITAL DESIGN: STRIKINGLY
5. BEING A CAMPAIGN CRUSADER
6. LEAVING A MARK
7. RECAP AND REFLECTION



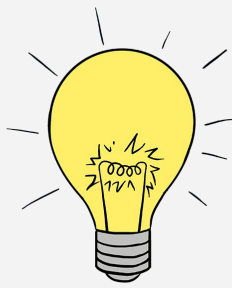
BY THE END OF THE SESSION, YOU WILL KNOW THE TIPS AND TOOLS TO MAKE YOUR BUSINESS
(AND YOU) MEMORABLE AND IMPACTFUL

BRAND IDENTITY

PERSONIFYING YOUR BUSINESS



Photo by [David Hurley](#) on [Unsplash](#)



ACTIVITY:

DRAWING - IF YOUR BUSINESS WAS A PERSON...

WHAT WOULD THEY LOOK LIKE?

WHAT WOULD THEY WEAR?

WHERE WOULD THEY HANG OUT?

WHAT WOULD THEIR PERSONALITY BE LIKE?

BEFORE YOU START, YOU WILL NEED:

1. A4 PIECE OF PAPER OR YOUR NOTEBOOK
 2. A PEN OR PENCIL
 3. YOUR IMAGINATION
-



NEXT STEP...

YOUR BUSINESS IS FRIENDS WITH OTHER BUSINESSES AND BRANDS. WHO ARE THEY?



SAMSUNG



TOOLS FOR BRAND IDENTITY

TOUR OF CANVA



CHALLENGE

- BRING YOUR BUSINESS TO LIFE WITH

- COLOUR PALETTE

- Fonts

- IMAGES

AFTER THIS SESSION, USE CANVA TO CREATE A SOCIAL MEDIA POST. USE THE REST OF THIS SESSION TO HELP WITH HOW TO AMPLIFY IT AND WHAT TO SAY TO MAKE AN IMPACT.

DON'T FORGOT TO TAG US SO WE CAN SEE! @NESTACHALLENGES

FOOD FOR THOUGHT



COLOURS, IMAGES, LOGOS AND FONTS ARE SOME OF THE ACCESSORIES, WARDROBE, AND STYLE OF YOUR BUSINESS..

IT'S THE FEELING YOU'RE GOING TO LEAVE PEOPLE (YOUR CUSTOMERS) WITH AFTER THEY'VE 'MET' YOUR BUSINESS.

ONLINE PRESENCE

ONLINE PRESENCE IS MORE THAN JUST A WEBSITE

CAN YOU BE FOUND ONLINE?	SEARCH ENGINE OPTIMISATION	SEO
WHEN THEY FIND YOU, DO YOU LOOK GOOD?	USER INTERFACE	UI
WHAT THEY FIND OUT ABOUT YOU, IS IT EASY?	USER EXPERIENCE	UX

CAN YOU BE FOUND ONLINE



BEING FOUND BINGO

ONLINE PRESENCE	WEBSITE	BLOG
SOCIAL MEDIA	KEY WORD	HASHTAG
SEARCH ENGINE	SEO	ENGAGEMENT

DIGITAL DESIGN

EASY WEB DESIGN

strikingly

CHALLENGE

- SIGN UP TO STRIKINGLY AND BEGIN YOUR BRAND PRESENCE...

- ALREADY BEGUN YOUR WEBSITE? HOW CAN YOU USE SOMETHING LIKE THIS FOR YOUR OWN CAREER?



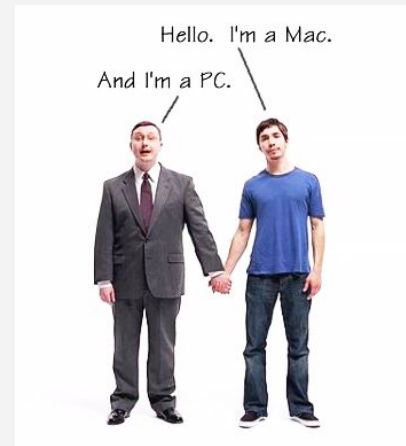
FOOD FOR THOUGHT:

ARE THERE OTHER PLATFORMS YOU CAN AMPLIFY YOUR TALENTS, SKILLS, OR BUSINESS IDEA?

SO FAR WE HAVE

1. LOOKED AT YOUR BUSINESS STYLE AND PERSONALITY
2. PRESENTING YOUR BUSINESS STYLE AND PERSONALITY SUCCESSFULLY ONLINE (FINDABLE, USABLE AND ATTRACTIVE)
3. AND NOW WE'RE GOING TO LOOK AT LEAVING AN IMPACT AND IMPETUS FOR YOUR CUSTOMERS

CAMPAIGN CRUSADER



WHY IS ALL THIS IMPORTANT? THE CUSTOMER JOURNEY

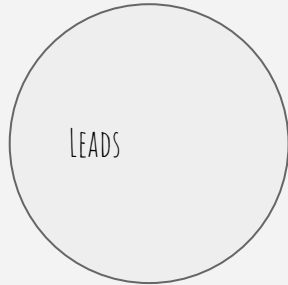
ATTRACT



CONVERT



CLOSE



DELIGHT



CTA

THE CALL TO ACTION



WE WANT YOU!

FINAL CHALLENGE

A person wearing a purple long-sleeved shirt and dark shorts is crawling through a muddy obstacle course. They are positioned under a series of horizontal ropes that are stretched across a trench. The ground is wet and muddy, and the water in the trench is turbulent. In the background, other people's legs and feet are visible, suggesting a group activity or competition.

- TAKE A MOMENT TO THINK ABOUT WHAT ONE THING YOU WANT YOUR CUSTOMER TO FEEL AFTER THEY'VE 'MET' YOUR BUSINESS
- TAKE A MOMENT TO THINK ABOUT WHAT ONE THING YOU WANT YOUR CUSTOMER TO THINK AFTER THEY'VE 'MET' YOUR BUSINESS
- TAKE A MOMENT TO THINK ABOUT WHAT ONE THING YOU WANT YOUR CUSTOMER TO SAY ABOUT YOU AFTER THEY'VE 'MET' YOUR BUSINESS

FOOD FOR THOUGHT:

SWAP 'YOUR BUSINESS' WITH YOU...

REMEMBER, WHETHER YOU HAVE A BUSINESS OR NOT, ONE DAY **YOU** WILL BE YOUR BUSINESS, WITH YOUR OWN BRAND IDENTITY, VALUES AND SERVICE TO OFFER... WITH YOUR OWN INCOME STREAM!



Photo by [Vasily Koloda](#) on [Unsplash](#)

WHAT WE'VE COVERED

1. BRAND IDENTITY
2. DIGITAL DESIGN: CANVA
3. ONLINE PRESENCE
4. DIGITAL DESIGN: STRIKINGLY
5. BEING A CAMPAIGN CRUSADER
6. LEAVING A MARK
7. RECAP AND REFLECTION



TELL ME WHAT YOU THINK...

Welcome & Housekeeping

- When signing into the webinars, please use your team name and your first name only e.g. <Team Name_First Name> or <TC_Team Name_First Name>
- Please respect the [Code of Conduct](#) throughout all the webinars
- Only click on links which are shared by Panelists in the chat
- Get involved! We want to hear from you, so please make use the interactive features of Zoom:
 - Q&A - please put any questions here
 - Chat - this can used for more general discussion
 - Raise hand - opportunity for attendees to be unmuted and speak
 - Polls - these will pop up at different stages during the webinars and are anonymous
- Webinars and the slides will be available to watch after this week:
<https://longitudeexplorer.challenges.org/im-a-longitude-explorer-finisher/>
- There will be three multiple choice evaluation questions at the end of the webinar which we ask all attendees to please answer



Before you go...

To help us continue to improve these sessions, please answer these three short multiple choice polls which will pop up on your screen now.

Thank you!



Longitude
**Explorer
Prize**

THANK YOU