

**Entrepreneurial Workshop
Part 1**

**“EFFECTIVE WAYS TO GROW &
CAPITALISE ON YOUR BRAND”**

**June, 2010
Program**



**creative
entrepreneur**

ENTREPRENEURIAL WORKSHOP

Title: “Effective Ways to Grow and Capitalise on Your Brand”

Venue: RACV City Club – 501 Bourke Street Melbourne, VIC



Parking: Available at New Chancery Lane, Melbourne^

Session Duration: 2 Hours

General Outline:

Discover the importance of brand development for long term success. Find effective ways to build your product or service into a world ranking brand. Explore ways to increase the exposure and awareness of your trademark in your relevant marketplace. Leverage on your brand to grow, diversify and out-manoeuvre your competition.

Specific Objectives:

The program will help you:

- ↳ Discover strategic ways to expose your brand to your customer base through your website, point of sale and advertising material, and public relations;
- ↳ Discover ways to apply ‘design-led’ innovation to your product or service, to build integrity, loyalty and credibility in your brand;
- ↳ Explore ways to add a premium to your price, to increase the profitability and performance of your range;
- ↳ Explore the meaning and importance of building a ‘concept’ out of your brand, rather than just merely selling a ‘product’ or ‘service’;

Lessons Learned:

Winning, losing, risk-taking, decision-making, innovation, leadership, organisational change, competitiveness, trends, diversity - they're all part of business and life.

Quote:

“I don't design clothes, I design dreams” - Ralph Lauren (Fashion Designer)

About the Coach:

Federico Re (Founder & Director – *Creative Entrepreneur*)

www.creativeentrepreneur.com.au



Federico's professional career is inspirational and a true testament to anyone seeking success and acknowledgement in the competitive business world.

Inspired by well known entrepreneurs like *Richard Branson, Ray Croc, Amanda Briskin, Natalie Bloom, and Janine Allis*, and at the tender age of 22, Federico stepped into the challenging world of business.

With a never-say-die attitude and driven by consumer lifestyle trends, he set out to achieve the remarkable feat of growing his first business, a designer stationery & giftware concept, into a multi-million dollar venture, and a world ranking brand.

His personal and business achievements have been widely publicised across various media channels including the *Reed Trade Fairs, Life in Style, Telstra Business, BRW Magazine, My Business Magazine, and CPA Congress*

Over the past 15 years, Federico has built his reputation as a business development specialist, entrepreneur, business coach, seminar speaker, and retail expert across a broad range of industries including giftware, homewares, stationery, childrenswear, fashion, and cosmetics.

He has fuelled new product and brand initiatives, and successfully deployed new ways of performing fundamental business processes as the springboard to success for leading companies in the wholesale and retail sector.

A compelling speaker, Federico connects directly with people, inspiring and energising them to achieve greater things. He often draws on his personal experiences of leadership, entrepreneurial success, innovation, global trends, competitiveness, accountability, teamwork and diversity.

His high level of enthusiasm, unconventional approach, openness to share personal experiences and down to earth nature, helps create a bonding rapport with his audiences.

SESSION DETAILS

Title: “Effective Ways to Grow and Capitalise on Your Brand”

Session Date(s):

Wednesday, 2nd June, 2010

Session Time(s):

9am –11am 11:15am –1.15pm 1.30pm – 3.30pm 4pm - 6pm

Session Type:

Group Private

Notes:

1. Preferred session time is subject to availability at time of booking. Selected session will only be confirmed upon receipt of full payment;
2. Group session consists of a maximum of 6 participants;
3. Private session consists of one registrant with a maximum of one accompanying guest;

Workshop Cost:

2 Hour Group Session: **\$ 30.00**
2 Hour Private Session: **\$ 250.00**

Terms & Conditions:

GST:

All figures stated above include 10% GST.

Payment Terms:

Full payment required no later than 7 days prior to workshop session.

Date Change:

Additional 20% surcharge.
No date change will be permitted if less than 3 days prior to workshop. In this event, it will be treated as a cancellation. New session time is also subject to availability at the time of change.
Applicable surcharge is payable when date change occurs.

Cancellation:

A booking made with payment is non refundable.

Additional Costs:

In the event additional consultation is required by the Registrant, beyond the stated session duration, a standard hourly consulting rate of \$120.00 (excl. GST) will apply. Extended time is subject to availability at the time of booking.

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RACV City Club standard parking rate = \$13.00/hr and is subject to availability. For further information, please contact the company on 1300 501 501.

BOOKING INSTRUCTIONS

Workshop Title: “Effective Ways to Grow and Capitalise on Your Brand”

↳ To attend, simply follow the three steps below:

1. Register your preferred session time via:
 - a. Online: www.creativeentrepreneur.com.au/bookings.html, or
 - b. Phone: **1300 255 313**
2. Wait for an ‘acknowledgement of registration’ via email.
3. Upon receiving an acknowledgment, forward your **full payment** to us using the payment options below.

↳ Payment Options:

1. **EFT:** National Australia Bank / BSB: 083-352 / Account: 79-684-4216.
Please quote reference: “*Workshop*”.
2. **Cheque:** Please make cheque payable to: “*Creative Entrepreneur*”. Send cheque to: “*PO Box 732, North Melbourne, 3051, Victoria*”.
3. **PayPal or Credit Card:** Pay online via secure *PayPal* system.



↳ **FULL PAYMENT IS REQUIRED NO LATER THAN 7 DAYS PRIOR TO
SELECTED WORKSHOP SESSION**

↳ **FINAL REGISTRATION WILL BE CONFIRMED UPON RECEIPT OF
FULL PAYMENT**

We look forward to seeing you soon !