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-finalist/](https://longitudeexplorer.challenges.org/im-a-longitude-explorer-finalist/)
- There will be three multiple choice evaluation questions at the end of the webinar which we ask all attendees to please answer
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?
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 forget to tag us so we can see! @nestachallenges

Photo by Jukan Tateisi on Unsplash
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

<table>
<thead>
<tr>
<th>Can you be found online?</th>
<th>Search engine Optimisation</th>
<th>SEO</th>
</tr>
</thead>
<tbody>
<tr>
<td>When they find you, do you look good?</td>
<td>User Interface</td>
<td>UI</td>
</tr>
<tr>
<td>What they find out about you, is it easy?</td>
<td>User Experience</td>
<td>UX</td>
</tr>
</tbody>
</table>
Can you be found online
# Being found Bingo

<table>
<thead>
<tr>
<th>Online Presence</th>
<th>Website</th>
<th>Blog</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>Key word</td>
<td>Hashtag</td>
</tr>
<tr>
<td>search Engine</td>
<td>SEO</td>
<td>Engagement</td>
</tr>
</tbody>
</table>
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 their 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

The Chicken - The Whole Chicken and Nothing But The Chicken

Taste the rainbow.

Stay At Home

Protect the NHS

Just Do It

Hello. I'm a Mac.
And I'm a PC.
Why is all this important? The Customer Journey
WE WANT YOU!
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!
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...
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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