



WORKSHOP

GET BOLD WITH YOUR BRAND

...

**smart
books**

PROGRAMME

WORKBOOK

GET BOLD WITH YOUR BRAND

2



Our 'Get Bold with your Brand' workshop is designed to help you build a value-based brand. Gain understanding of the elements of a strong brand, how that shapes your visual identity, and what to convey in your key messaging. Starting from scratch or needing a brand refresh? Join our industry experts in this workshop to learn the why, what and how.

WELCOME	10:00AM
OPENING: LEAINE JONES	10:05AM
THE BUILDING BLOCKS: FRANCES MANWARING	10:15AM
THE VISUAL IDENTITY: CATHERINE WATSON	11:15AM
LUNCH BREAK	12:00PM
THE MESSAGING: JODINE MCINTYRE	12:35PM
NEXT STEPS - PANEL DISCUSSION	1:20PM
PRIZE DRAWS	1:50PM
WORKSHOP CLOSSES	2:00PM

WELCOME



Welcome to our workshop! I am super excited about this event! Often, we are so busy with the 'doing' that actively crafting a well thought-out business brand just hasn't happened.

This workshop will help you understand the key building blocks needed, how this is portrayed visually, and what to do to get your core messages out there.

Leaine Jones

Smart Books Founder

INTRODUCING LEAINE JONES

Leaine is a successful award-winning business owner. She is passionate about all things bookkeeping. This is clearly demonstrated with her Best Practice approach with training and mentoring that she provides for her clients and peers. She firmly believes that a business should be a true reflection of the owner's values and goals. By clearly showcasing these values, businesses can establish a brand that is compelling, genuine, and authentic. Leaine has plenty of experiences from her almost 20 years in business to share during the workshop. She is really looking forward to facilitating this event.



SESSIONS

WORKBOOK

GET BOLD WITH YOUR BRAND

4



DESIGN FOR GOOD



THE BUILDING BLOCKS

Join Frances Manwaring as she identifies what a brand IS – showcasing some great examples, the core elements that you need to consider and work on, and why you should invest in brand development.



THE VISUAL IDENTITY

Following on from Frances's session you now have a design brief. Catherine Watson will walk you through developing the visual aspects of your brand and showcasing them effectively with your business collateral.



THE MESSAGING

Social Media expert, Jodine McIntyre, will guide you in creating an effective LinkedIn presence. Using key messages and visuals from earlier sessions, you'll learn how to increase your visibility and connect with your audience.



NEXT STEPS

Leaine will facilitate a panel session with the workshop experts to explore the 'what's next'? Attendees can take their workshop learnings and ideas and shape them into an action plan.

SPEAKERS



FRANCES MANWARING



Frances is a branding and visual communications specialist, owner of creative agency Moxie, co-founder of several businesses, and author of 'Brands with Moxie – Eight Steps to a Winning Brand'. From decades of hands-on experience she has worked with, obsessed about, created, managed, and ramped up brands for clients of all types. Frances firmly believes a highly performing brand should be one of your most valuable business assets putting you on a faster track to success.



CATHERINE WATSON



Catherine is a design expert with an impressive portfolio. In her business Boldly she provides a range of design, print, and visual marketing solutions for service-based clients. From family-owned print-shops in NZ and international corporations in London she has taken her learnings and now focuses on working with small and medium service-based businesses. With an intense love of colour, coupled with an appreciation of effective and beautiful graphic design, Catherine sees the visual aspects of a brand as a key component.



JODINE MCINTYRE



Jodine founded Social Smarty with a real vision. She provides social media training, coaching, and support; specialising in helping business owners confidently tackle their social media marketing. Based on her own experiences, understanding the challenges and 'many hats' needed Jodine expertly works with her clients to help them gain real results. She is on a mission to empower self-made business owners to connect meaningfully with their audiences and grow their brands!



GET BOLD WITH YOUR BRAND

12 February 2025
10:00am - 2:00pm

[Register >](#)