



**WESTERN SYDNEY**  
BUSINESS CENTRE

# WORKSHOP

## BRAND BUILDING FOR

# SMALL BUSINESS

### Workshop Details

#### Date

Friday 3<sup>rd</sup> March 2017

#### Time

10am – 12noon (2 hours)

#### Venue

Western Sydney Business Centre  
Head Office, Training Room  
Suite 1, Level 1, 111 Henry Street  
Penrith NSW 2750

#### Cost

\$49 per person

To be paid in advance at time of booking

#### Bookings

Please phone our head office on 02 4721 5011 and have your card details ready.

### Workshop Overview

Brand is everything...and we're not talking logos.

In this 2-hour fast-paced and interactive workshop you will:

- Discover what you *really* do and why you do it
- Find out who your true avatar is (and how you should be speaking to them)
- Learn where your unique place in the market is and how to own it
- And, uncover your brand's personality (yes it does have one)

### Workshop Presenter

#### KERRY CHICK



Originally from the UK, Kerry has worked for the last 15 years in a variety of marketing roles for both large and small organisations and on brands including the AFL, NRL and Bigpond as well as large-scale events such as the 'V' music festival.

Pepperpot Marketing was born following a move to the South Coast and specialises in brand strategy for solopreneurs and small business owners through both face to face workshops and online programs.

Kerry firmly believes that by getting the brand fundamentals right and finding your true voice, you can stop wasting money on marketing that's not going to go anywhere!

**BusinessConnect**