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WESTERN SYDNEY  
BUSINESS CENTRE



# STAND OUT ON SOCIAL BOOTCAMP

A 1-day immersive workshop to help you fast track social media set-up, to go from good intentions to great results.

Wednesday 17<sup>th</sup> October

9:30AM – 4PM

Staff Training Centre,  
Campbelltown City Council,  
Corner Queen Street and  
Broughton Street, Campbelltown  
2560

Free to attend

REGISTER

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LIMITED TO 15 PARTICIPANTS

Bring laptops to take notes

Businesses and leaders who want to fast track setting up their social media can join the Stand Out on Social Bootcamp.

The number 1 roadblock to stand out social media is getting started. And then, getting on with it. Business owners and leaders are so busy that it's difficult to find the time, effort and know-how to invest in setting up social media. This workshop gives you the forum and support to get the job done.

You will learn:



#### BRANDING

Establish your brand and how to show that through the posts you create and share.



#### CONTENT

Create a content plan that will set a regular routine for what you post each week.



#### PROCESS

Set up a social habit with systems to scan, store and schedule

## PRESENTED BY KIRRYN ZERNA

For over a decade, Kirryn Zerna has worked with small and large businesses to create remarkable brand communications, and now she builds that capability into the organisations that she works with.

She combines her deep experience of corporate communications and copy writing with the latest research of social media management to deliver a tailored approach for her clients.

Kirryn empowers business owners and leaders to create stand out social through 1-day workshops and an online coaching program. She is also a keynote speaker and was recently awarded the 2017 Kerrie Nairn Scholarship by Professional Speakers Australia to assist an emerging speaker to become an outstanding professional leader.



BusinessConnect

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