

# EVENT PROGRAM

Date: Friday, 26 February 2021  
Time: 9am - 5pm AEDT

# DO-ATHON



9:00am to 9:30am - Opening Session with the GigSuper Team

## SESSION 1

**Hayley Peters & Kaitlyn Gillies**  
Co-Founders, Oh My Digital Agency

*Topic: Posting with Purpose*

How to use social media strategically  
+ Brainstorm endless content ideas

9:30am - 10:30am

## SESSION 2

**Emma Lewis**  
Founder, Canvast

*Topic: Goal Setting for 2021*

Use planning to find balance in all  
areas of your life

9:30am - 10:30am

## SESSION 3

**Nicole Smith**  
Director, The Artisans

*Topic: Nailing Business Processes*

How to create space and freedom

9:30am - 10:30am

## SESSION 4

**Johann Oberholzer**  
Owner & Director, Sole App

*Topic: Taking the Stress out of Accounting*

Master the art of accounting for  
your business

9:30am - 10:30am

10:30am to 11:00am - Networking Break

## SESSION 5

**Emma McQueen**  
Director and Business Coach

*Topic: Hacking Your Time*

Cultivate a growth mindset to manage  
distractions and get more done

11:00am - 12:00pm

## SESSION 6

**Rosie Shilo**  
Founder, Virtually Yours

*Topic: Outsourcing for Leverage*

How to build your virtual team

11:00am - 12:00pm

## SESSION 7

**Karlie Ploughman**  
Owner, Techno Bird

*Topic: What's this SEO Thing All About?*

Learn the basics of SEO to help  
you grow your business online

11:00am - 12:00pm

## SESSION 8

**Caitlin Marwaha**  
Founder, CM Style Squad

*Topic: The Power of Image*

Create a personal brand with a signature  
style

11:00am - 12:00pm

12:00pm to 12:30pm - Networking Break

## SESSION 9

**Carly Stirling**  
Owner & Designer, Studio.Carly

*Topic: Importance of Design Consistency*

Gain confidence in knowing which  
elements your branding needs

12:30pm - 1:30pm

## SESSION 10

**Jay Crisp Crow**  
Copywriter & Copy Mentor, Crisp Copy

*Topic: Truth About Conversion Copywriting*

Build confidence in writing copy that  
converts and brings in revenue

12:30pm - 1:30pm

## SESSION 11

**Alex Solo,**  
Co-founder, Sprintlaw

*Topic: Digital Marketing Legals 101*

Understand advertising laws and  
regulations for digital businesses

12:30pm - 1:30pm

## SESSION 12

**Fairien Azeem**  
Financial Educator & Wealth Strategist

*Topic: Foundations of Financial Wellbeing*

Learn the importance of financial goal  
setting and a money mindset

12:30pm - 1:30pm

1:30pm to 2:00pm - Networking Break

## SESSION 13

**Sarah Kenyon**  
Creative Business Coach

*Topic: Your Creative Business Strategy*

Learn the ins and outs of developing a  
solid strategy for sustained growth

2:00pm - 3:00pm

## SESSION 14

**Katie Martel**  
Founder, Croft PR

*Topic: Three Secrets to PR Coverage*

Use Katie's secrets to secure your  
business more PR coverage

2:00pm - 3:00pm

## SESSION 15

**Briana Graydon**  
Founder, Pink Cow Social

*Topic: Build Relationships on Social Media*

Learn how to engage effectively and  
build lasting relationships

2:00pm - 3:00pm

## SESSION 16

**Jacqui Naunton**  
Founder, White Deer Graphic Design

*Topic: Designing Your Biz Graphics*

5 things to know before you design  
your own business graphics

2:00pm - 3:00pm

3:00pm to 3:30pm - Networking Break

## SESSION 17

**Marie Nadal Sharma**  
Director, Them You & Me

*Topic: Friendly Website Design*

Learn how to create a website that  
reflects your brand personality

3:30pm - 4:30pm

## SESSION 18

**Trish Martin**  
Founder, Chromatical

*Topic: The Instagram Algorithm*

Ev-er-ything you need to know  
to get it to love you

3:30pm - 4:30pm

## SESSION 19

**Melissa Browne**  
Founder, Melissa Browne Courses

*Topic: Do You Suck at Pricing?*

Learn the psychology of pricing and 5  
ways you can tweak your pricing

3:30pm - 4:30pm

## SESSION 20

**Jade Warne**  
Digital Marketer, HipsterMum.com

*Topic: Build Your Personal Brand*

Use branding to generate more sales,  
attention and engagement

3:30pm - 4:30pm

4:30pm - 5:00pm - Contributions & Cocktails Networking Event