

What *start-ups, entrepreneurs, social enterprises* need to know about **Building Social Media and audience engagement strategies** **2015**

One day hands on workshop | www.entrehub.org

Who should attend?

- ≥ Start-ups, entrepreneurs, social enterprises, small business, not for profits, non-government organisations

What will the day cover?

- ≥ Engaging successfully with the right platforms
- ≥ Building successful audience engagement strategies
- ≥ Communicating your product or service offering
- ≥ Clearing understanding brand consistency
- ≥ Being clear about your message
- ≥ Quality content versus content volume

Workshop costs, locations

- ≥ **9am – 5pm**
- ≥ **Cost:** \$595 *Non-members*
- ≥ **Cost:** \$495 *Members*
- ≥ **Value add:** *free one year membership to EntreHub*
- ≥ **Value add:** *two free one hour one on ones*

Register [HERE](#) or email workshops@entrehub.org

Workshop content:

Selling your idea or product is not what it used to be. Gone are the flashy brochures and flashy storefronts built from brick and mortar and welcome to the new age of social and professional media. Entrepreneurs have increasingly been turning to platforms such as Twitter, Facebook and LinkedIn with various results with few understanding the time, effort and strategy needed to get it right. Building audience engagement and successfully developing a communications strategy is key to business success when implementing social media strategies – get it wrong and your great idea that could be worth billions can quickly go out the window.

In this full day workshop our Chief Entrepreneur, Matthew Tukaki, will take you through an afternoon of insights, live platform demonstrations, cases studies of successes and failures as well as providing tools and techniques for you to use in your own business or start-up.

The morning session will take you through what you need to know when developing strategies and what social media platforms will be important to your business and why. Case studies will be unpacked on what has worked really well and examples of where business has got it spectacularly wrong and, therefore, what lessons we can learn from both success and failure.

The afternoon session will be much more hands on and include an interactive strategy workshop built around putting theory into action by building a strategy for a fictitious brand.

About your work shop leader

Matthew Tukaki is a serial entrepreneur who quite literally wrote the book on crowd funding. He is a globally respected business leader who co-founded Services Company Dattatech, consulting business SansGov, social investment business Sustain Group and EntreHub.org. He led one of the world's oldest and largest employment companies through the heights of the global financial crisis (Drake International) and either Chair's or sits on the Boards of a number of private and public sector organisations including Chair of Deakin University CSaRO. Matthew's role on many of these boards? Where to get the money from and how to develop financially sustainable and viable organisations / business models.

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7 Things you *SHOULD* know about Matthew Tukaki



1. Started his *first business at the age of eleven*
2. Co-Founded one of Australia's first online retailers in 2002 (samsungconsumables.com)
3. Founded Government services business SansGov in 2004
4. Led the multi-billion dollar employment services giant, Drake International
5. Founded social investment business Sustain Group in 2010
6. Founded global entrepreneurs movement EntreHub.org in 2014
7. Was appointed to the Board of the United Nations Global Compact by UN Secretary General Ban Ki Moon in 2013 & was Australia's Representative to the United Nations Global Compact between 2010-13

There isn't much Matthew Tukaki doesn't know when it comes to running an organisation and being successful. He was just 11 when he and his brother set up their first business and by the age of 16 they had three more under their belts.

Over the last nearly two decades there have been a number of firsts. In 2001 he joined with Kane Robinson and Gavin Matthews to establish one of Australia's first online retailers in Samsungconsumables.com and knowledge management company Dattatech.

By 2003 he had started work with Neville Buch to create Voice XML start-up Syntropy which would later be sold to US Company Audium. He worked with start-up student management systems company MXL to establish beach-heads for their software in New Zealand, the United States, Asia and Australia.

By 2009 he was being asked to take the helm of one of the world's oldest employment companies, the multi-billion dollar Drake International, and guide it through the global financial crisis – he inherited a loss making business and bought it back into profit.

In 2010 he was elected to represent Australian business at the United Nations Global Compact where, in 2013, he was the first person elected by more than 100 member countries to the role of Chairman of the newly established UNGC Advisory Group. That same year he was charged with leading the reform process of the organisation and in May of 2013 UN Secretary General Ban Ki Moon appointed him to the governing board of the Global Compact.

As if this wasn't enough Matthew Chair's Australia's Deakin Universities research institute, CSaRO, and sits on the board of Suicide Prevention Australia. His role? To work with the board and management to build financially sustainable organisations. He knows how to raise capital and building business plans for success, audience engagement and the importance of social media, sales and marketing, refining the pitch and more.

