



Digital Skills Training Catalogue

Workshops, Seminars,
and Customized Instruction



Trust Communications

Table Of Contents

Title	Page
Greetings	3
The Training Experience	4
Practice Makes Perfect	4
Workshops and Seminars	4
Customized In-House Training	4
Private Instruction For Business Leaders	5
How-To Workshops	6
Workshop Descriptions	6
Connecting With Your Ideal Audience Online	6
Content Marketing 101	6
Measuring Your Digital Marketing ROI (Return on Investment)	7
How To Get More Website Traffic By Creating GREAT Content	7
Social Media For Businesses: DOs and DON'Ts	7
Professional Seminars	8
Professional Seminar Descriptions	8
Digital Marketing 101	8
Social Media: Brand Promotion and Brand Protection	8
Personal Branding for Business Leaders	9
LinkedIn for Professionals	9
The Digital World in 2020: New platforms, trends and technologies	9
Digital Capabilities Training For Organizations	10



Greetings



Hello!

My name is Kim Scaravelli. I'm a digital strategist, online content designer, educator, speaker, and the owner of Trust Communications Inc.

Over the past 15+ years, I have worked with some of Canada's most respected brands, helping them develop and implement digital strategies, create online content, and expand the market for their products and services.

I enjoy all of the elements of my work, but if I had to pick a favourite activity, it would definitely be training. It is incredibly rewarding to help clients develop the capabilities and confidence they need to succeed in today's digital world.

Are you looking for:

- ✓ **A workshop or seminar for your members, conference attendees, or a public audience?**
- ✓ **In-house training for your team or key staff?**
- ✓ **Private instruction to enhance your executive-level knowledge of digital trends, technologies and tactics?**

You may find the perfect workshop in this catalogue. Or you may need help designing customized training to match your needs. Either way, I look forward to hearing from you.

Cheers,
Kim Scaravelli

PS... To learn more, please visit my LinkedIn profile:

[linkedin.com/in/kimscaravelli](https://www.linkedin.com/in/kimscaravelli)



The Training Experience

The focus of any good training experience is to build basic understandings, teach key concepts, and allow participants to learn and practice useful skills. Our workshops, customized training and private instruction experiences are dynamic and provide practical takeaways.

We take pride in creating respectful, inclusive spaces where individuals feel comfortable and where all voices are heard.

Participants should leave with fresh ideas, real-world strategies, and actionable tasks that can be applied in the workplace. Ultimately, the goal is help each person become more competent and confident about their online capabilities.

Planning Makes Perfect

WORKSHOPS AND SEMINARS

When planning an event for members, conference attendees, community groups, or students, it's important to match the presentation with the participant profile and the event. Before booking, we provide a **pre-event consultation**. This is an opportunity to tell us more about yourself, your organization, and the type of learning experience you are looking for. With your input, we can select the best options for you and adapt the content to align with your venue, timelines and audience.

If you are planning a public event, we can also help you create promotional materials, including branded images for websites and social media.

CUSTOMIZED, IN-HOUSE TRAINING

Customized training can go beyond the basics and provide solutions that are tailored to your organization's unique needs. Step 1 is a **customized training consultation**. During this conversation, we gather important insights into your "big picture" goals, existing skillsets and challenges, and the roles and responsibilities of individual participants.

Following the consultation, we create a training program that aligns with your objectives, your priorities, and your budget. If you are applying for funding, we can also assist in the completion of applications.



Planning Makes Perfect (continued)

PRIVATE INSTRUCTION FOR BUSINESS LEADERS

As a business leader, you require an executive-level knowledge of digital trends, technologies and tactics. This knowledge must be tailored to match your industry and your business, and should address your current and future challenges. You may also want to learn more about creating and managing your personal online presence to showcase your expertise and enhance your professional brand.

We start with a **professional consultation** to learn more about your work, your responsibilities and the areas you want to focus on. Based on your needs and objectives, we develop a training plan that is expedient, practical and flexible enough to accommodate your busy schedule.



HOW-TO WORKSHOPS

OVERVIEW

How-To workshops focus on specific digital strategies, platforms, and tactics. Each workshop is presented as a full-day event. We can create customized versions for shorter time frames by focusing on only one or two of the learning objectives. Workshops can also be bundled to create multiple-day digital training programs.

WORKSHOPS DESCRIPTIONS

Connecting with Your Ideal Audience Online

Online marketing is all about making connections. A broadly-defined “target audience” may work for traditional advertising, but to attract and engage prospects and customers online, you need to go deeper. In this workshop, you will learn:

- How to create Buyer Personas to identify your ideal customers
- What online platforms are most popular with people who fit your Ideal Customer profile
- What types of content are most engaging to your ideal customers

Content Marketing 101

Content marketing is about creating valuable content that engages your ideal customer and draws them towards your brand. Today, almost every successful brand uses content marketing. It's cheaper, more effective, and easier to accomplish than traditional marketing, and it's better liked by purchasers. In fact, content marketing costs 62% less than traditional marketing and generates 3X as many leads. (DemandMetric). In this workshop, you will learn:

- How content marketing (inbound) differs from traditional (outbound) marketing
- How to use content marketing on your website and social media
- Realistic content marketing goals and how to measure success

“Quite possibly the most valuable time investment of the year.”

- Workshop participant

“Kim was great. Love her sense of humour.”

- Workshop participant



HOW-TO WORKSHOPS (continued)

Measuring Your Digital Marketing ROI (Return on Investment)

The biggest mistake you can make in any aspect of business is to commit time, effort, and money, without having clear goals and a means of measuring your success. In this workshop, you will learn:

- How to select the right metrics to measure
- How to monitor and evaluate the success of your website and social media activities
- Tips for improving your digital marketing ROI

How To Get More Website Traffic By Creating GREAT Content

Today's search engines are smart. When people go looking for things online, Google, Chrome, et al actively hunt for high-quality, relevant content, from reliable sources. On-Page SEO (search engine optimization) is about creating content that attracts search engines and encourages visitors to become customers. In this workshop, you will learn:

- What search engines are looking for in 2020
- How real people are searching for things online (e.g. mobile search, voice search)
- The "must-have" elements of SEO-friendly content

Social Media for Business: DOs and DON'Ts

In today's world, social media cannot be ignored. You should be present and active on the platforms that are used by your ideal customers. And your social media activities should reflect positively on your brand. Done properly, social media can be a valuable addition to your branding and marketing efforts, without being time-consuming, overwhelming, or stressful. In this workshop you will learn:

- How to pick the best social media platforms for your brand
- Simple DOs and DON'Ts to help you get the most out of social media
- Tools to help you manage your social media activities efficiently

"Kim is engaging, humorous, informative, and keeps a person's interest."

- Workshop participant

"Kim shared so much good information, great examples, and humour!"

- Stacey Fredericks, Waypoint Creative Services



Professional Seminars

OVERVIEW

Our professional seminars are designed for business leaders, stakeholders, and key staff, who are responsible for guiding and implementing marketing and/or strategic-growth activities. Each seminar is presented as a full-day event. We can create customized versions for shorter time frames by focusing on only one or two of the learning objectives. Seminars can also be bundled for multiple-day training programs or corporate retreats.

PROFESSIONAL SEMINAR DESCRIPTIONS

Digital Marketing 101

Digital marketing encompasses everything you do online, from your website and social media, to blogs, videos, electronic newsletters, and more. Digital marketing can produce leads, increase sales, and enhance your brand's reputation, but to be successful you need to take a strategic approach. In this seminar, you will learn:

- The key components of an effective digital marketing strategy
- Ways to measure the effectiveness (ROI) of online activities
- Tips to increase your brand's digital marketing capacity

Social Media: Brand Promotion and Brand Protection

In today's digital world, brand promotion and brand protection are inevitably intertwined. Engaging with customers online increases your brand exposure and creates new and different types of relationships. To enjoy the benefits and minimize the risks, you need to have appropriate digital media policies and protocols in place. In this seminar, you will learn:

- How to create an effective social media policy and empower employees to be brand ambassadors
- How to respond to positive and negative social media posts and comments
- Appropriate actions in a social media crisis

“Kim’s presentation style really works to engage participants and encourage critical thinking. She has a unique way of connecting with her audiences and makes learning fun.”

- Jack Kyte, Executive Director, Pictou County Chamber of Commerce



Professional Seminars (continued)

Personal Branding for Business Leaders

“You bet on the jockey, not the horse.” Establishing yourself as an ethical, innovative, forward-thinking leader gives your business considerable competitive advantage. Having a strong personal brand allows you to show clients, colleagues, investors, and employees your values and what you bring to the table. In this seminar, you will learn:

- Strategies to build your personal brand online
- How to bring your personal voice to website content and social media posts
- How to leverage your personal brand to grow your company's brand

LinkedIn For Professionals

LinkedIn is the world's largest social network for working professionals, and it is where prospects, clients, and potential employers look to find out more about you. In this seminar, you will learn:

- The key elements of a GREAT LinkedIn profile that stands out from the crowd
- How to create LinkedIn articles and posts that enhance your professional brand
- Best practices when it comes to posting, commenting, and sharing

The Digital World in 2020: New Platforms, Trends and Technologies

The digital world is huge and rapidly expanding. This seminar focuses on new platforms, trends and technologies. You will learn about:

- Chatbots and automation
- The changing relevance of specific social media platforms (e.g. the rise of TikTok and the aging demographic of Facebook)
- Content preferences in 2020

“Great seminar! Well thought out, relevant to my business, and wonderful delivery of information.”

- Terri Brownell, Owner, Letter Perfect VA

“Excellent presentation; now I know so much more about social media than before.”

- Seminar participant



Digital Capabilities Training For Organizations

Digital Capabilities building is all about helping your organization develop the tools, skillsets, and confidence you need to adapt and thrive in the constantly evolving digital world. We work with you to create a customized program that builds on your existing strengths, and aligns with your digital marketing strategy and your company's long-term vision.

Customized training options may include:

- Digital strategy planning sessions for employees
- Individual instruction for key staff members

Consultation plays an integral role in developing a program ideally matched with **your** needs. We start by assessing your current digital capabilities. Then we structure a comprehensive digital training program that addresses knowledge gaps.

Ongoing support – We schedule follow up conversations to answer questions that can arise as participants use their newfound knowledge in the workplace.

A customized training program offers many advantages:

- ✓ Focused relevance – Training is specific to your industry standards, your company objectives, and your team's experience level.
- ✓ An open atmosphere - Training participants can be frank in speaking about the specific challenges facing your organization
- ✓ A range of formats – Training can include senior leadership sessions, platform-specific and task specific workshops, one-to-one instruction, and more.
- ✓ Ongoing support and follow up – Customized training includes a dedicated training consultant who will design the best program, implement the training, and follow up with participants to ensure that positive outcomes are being achieved.

“We needed someone that was an expert in the digital world, software applications, programming, marketing, education, learning principals, websites, social media applications, to mention a few. Kim has brought all of this to the table.”

- Doug Cooper, CEO, World Water Operator Training Company Inc





Trust Communications Inc.

Learn more about **customized**
in-house training and set up
your free training consultation.

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