

# DIGITAL CONTENT DESIGN AND CREATION

KUALA LUMPUR



## WORKSHOP OUTLINE:

This one-day workshop will show you how to **create content that draws readers, engages customers and excites followers on social media platforms.**

Good content attracts repeat followers and amplifies your social brand presence.

Spend a day at this workshop and get the tools to build value in the digital age!

*Delivered by trainer who works in the social media space and runs his own digital brands.*

**DATES: 12 FEBRUARY 2018 | FEES: RM 700  
10% DISCOUNT FOR 2 & MORE REGISTRATIONS \***

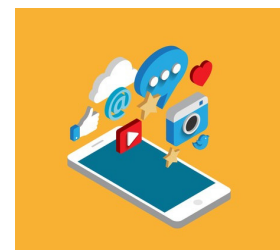
**RESERVE YOUR PLACE TODAY:  
T. 012 6372 156 (MS JUDITH) | E. JUDITH@BLUETRACKCENTRE.COM**

**WEBSITE: WWW.BLUETRACKCENTRE.COM**

## TRAINER - SOCIAL MEDIA EXPERT!

**Waqas Hassn Cheema** is currently running two Internet brands he created: ThirtyDayExperiment and AustraliaYours. He also founded a Singapore-based startup - 27 Art House - focused on providing Web and App solutions to SME's and single-person brands.

Waqas has conducted various trainings and workshops on different topics in Singapore and ASEAN over the last 5 years. He is the lead trainer on "Smart Nation" course for government. He graduated from National University of Singapore with Double Majors in Engineering Science and Business Management Tech (2014), and was also the USP Scholar President of ASEANpreneurs (2011-2013), headquartered in National University of Singapore. During this time, ASEANpreneurs Facebook page went from 0 to 6000+ followers in 3 months.



Organiser:



Media Partner:



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## WORKSHOP AGENDA

\*TEA BREAK REFRESHMENTS SERVED.  
LUNCH NOT INCLUDED.



9:00AM

- Registration

9:30AM-10:30AM

- The World of Remarkable Content

### You will learn:

- A. Not all content is created equal - What is the difference between
- B. 'Remarkable Content' and everyday content
- C. Finding your niche
- D. Becoming an overnight expert in your field

10:45AM-11:15AM

- Exercise your Game Plan

12:15PM-1:00PM

- Exercise 5 Headlines For Your Remarkable Content

2:00PM-2:45PM

- Making Your Readers Love You

### You will learn:

- A. How to generate traffic that 'thank you' for your content
- B. Building deeper relationships with your readers

3:15PM-3:30PM

- Tea Break

4:30PM-5:00PM

- Exercise your Sales Machine

9:30AM-9:40AM

- Welcome and Introduction

10:30AM-10:45AM

- Tea Break

11:45AM-12:15PM

- Cube Strategy to Create Endless Remarkable Content

### You will learn:

- A. How to create content that sells
- B. 80/20 of content creation
- C. • Tools to overcome invisible scripts such as writer's block, blank page syndrome, and procrastination.

1:00PM-2:00PM

- Lunch Break

2:45PM-3:15PM

- Exercise: Your Fishing Holes

3:30PM-4:30PM

- Harvesting Profits From Your Digital Real Estate

### You will learn:

- A. How to make your readers say, 'Please take my money'
- B. 5 ways to profit from your content without Ads
- C. Writing a \$10,000 sales page from your kitchen table

5:00PM

- Close of training

Organiser:



Media Partner:

