



# Marketing Masterclass Seminar

The 'Marketing Masterclass' for Scotland's circular third sector is designed to help you build confidence in your marketing and communications, whatever your level of expertise.

Join us online to hear from three industry marketing professionals to learn more about how to manage your marketing.

March 5<sup>th</sup> 2024 10am – 12pm  
Online, via Zoom

## AGENDA

TIME	INFORMATION
10am	Welcome and Introduction
10.05am	'Foundations of Branding' Adam Piggot
10.25am	'Title TBC' Marcia Pinho, Bike for Good
10.45am	'The Art of Storytelling – How to Pitch Your Business' Jo Weston, YoJo Marketing
11.05am	Speakers Q&A and Open Discussion
11.25am	Comfort Break
11.30am	Member Spotlights: Kat Will, Instant Neighbour
11.35am	Robyn Donoghue, Chest Heart & Stroke Scotland
11.40am	Rory Syme, Greener Kirkaldy
11.50am	Opportunity to share comms news from members
12pm	Seminar Close

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