



MASTER YOUR DIGITAL SKILLS

Digital Marketing Tools - Canva

ICT Skills

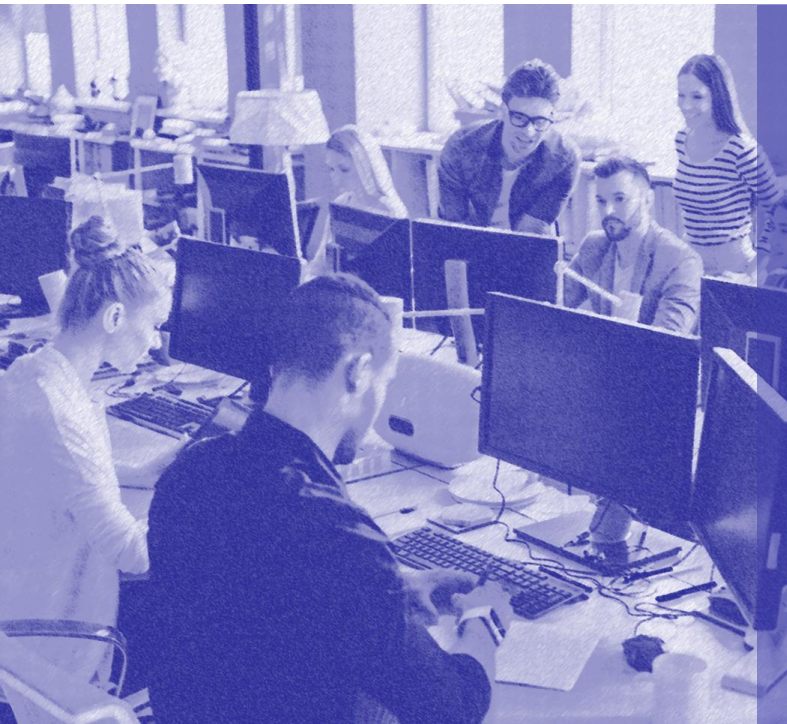
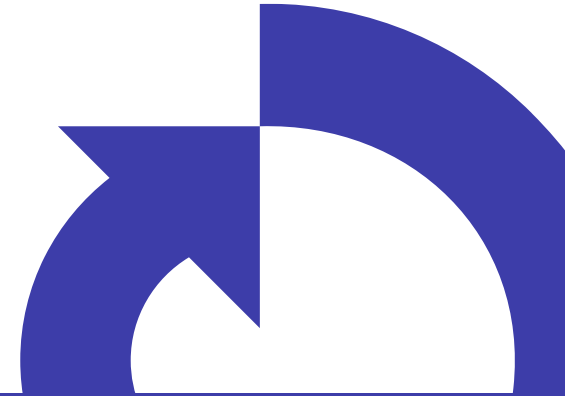
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COURSE OVERVIEW

Training on using Canva provides a combination of theory and practical exercises. Expert trainer Anna Saari introduces the participants to Canva's terminology in a theory lecture, after which the participants can apply what they have learned in practical exercises on their own computers. The training offers a versatile learning experience that strengthens competence in marketing.



OUR GOALS

1. The goal of the training is to provide participants with a thorough understanding of how to use Canva through both theory and practical exercises.
2. Participants should have an in-depth understanding of Canva's concepts and policies.
3. The goal of the training is to ensure that participants learn how to effectively apply Canva's tools and features in their own marketing.

COURSE DESCRIPTION

The course provides a comprehensive introduction to Canva, focusing on both theory and practical exercises. The goal of the course is to equip participants to utilize Canva effectively in their own marketing.

- **Developing visual identity in Canva**
- **Brand targeting: Understanding your target audience and brand**
- **Graphic design and style creation in Canva**
- **Effective Marketing Materials: Planning and Executing Advertising Campaigns in Canva**

COURSE INFO

Location	Online, Microsoft Teams
Date	28.5.2024
Time	9.00-10.30
Duration	1,5 hours
Cost	Participation is fully funded by the European Union, within the framework of the Level Up project.



Anna Saari

Anna Saari has been a successful entrepreneur for 14 years, which has given her valuable experience and in-depth understanding of different aspects of business. This experience has made her a skilled employer who knows how to motivate and inspire people to achieve their best performance. Anna has adopted a philosophy of continuous learning and developed her extensive expertise, especially in digital marketing and business development.



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