

# Professional Development Webinars

*February – April 2025*

Please meet, Wendy Perry who is the Managing Director of Workforce BluePrint, Facilitator for Sea to Valley Startups, and for 4.5 years (from 2019–2023 with 15 000+ clients) the Entrepreneur Facilitator for Adelaide – West, Switch Start Scale. An entrepreneur & educator, explorer & innovator, mentor & speaker on Entrepreneurship & Innovation, Strategic Workforce Planning & Development, Vocational Education & Training (VET) & TVET, International Capability & Capacity Development. Mentoring & facilitation are strengths with Wendy working alongside entrepreneurs, founders, governments, individuals, industry sectors, organisations, economic and regional development agencies, startups, scaleups, students & unicorn companies.



Hosted by Wendy Perry – Strategic Workforce Planning & Transformation Leader | Workforce BluePrint MD | Founder, Switch Start Scale | VET & TVET Innovator | Board Member | Investor in Future Initiatives | Facilitator, Sea to Valley Startups

## Connect Wendy Perry:



For testimonials and speaker requests please visit [www.wendyperry.com.au/speaker/](http://www.wendyperry.com.au/speaker/) and if you would like to explore a potential topic for a key note, conference, event, forum, master class or professional development activity, please contact me on **+61 416 150 491** or [wendy@workforceblueprint.com.au](mailto:wendy@workforceblueprint.com.au).

# Term 1 (February – April 2025)

Webinars from 12.30 – 1.30 pm ACDT (check our local time);  
Tuesdays and Thursdays \$44

Date	Title	Facilitator
Tuesday, 25 February	<u>How to Build Your Online Brand &amp; Digital Profile: The Power of a Strong Digital Presence</u>	Wendy Perry
Thursday, 27 February	<u>Training Your Business Dragon: Mastering AI Chatbots for SME Success</u> –	Scott Perry
Tuesday, 4 March	<u>Personal Branding for Owners &amp; Leaders Foundations of Influence</u> –	Wendy Perry
Thursday, 6 March	<u>Pitching with Confidence: Crafting &amp; Delivering Your Perfect Business Pitch</u> –	Scott Perry
Tuesday, 11 March	<u>Strategic Foresight Applied to Workforce: Shaping Future-Ready Strategies</u> –	Wendy Perry
Thursday, 13 March	<u>GROWTH Unlocked: Winning More Work Locally and Beyond</u> –	Scott Perry Wendy Perry
Tuesday, 18 March	<u>Advanced Personal Branding Standing Out in a Crowded Market</u> –	Wendy Perry
Thursday, 20 March	<u>How to Capture Client Testimonials and Videos for Your Business</u> –	Scott Perry
Tuesday, 25 March	<u>How to Growth Hack an Event: Maximise Your Event Reach and Engagement</u> –	Wendy Perry
Thursday, 27 March	<u>How to Nail Your Point of Difference and Make More Sales</u> –	Scott Perry
Tuesday, 1 April	<u>How to Turn Your Knowledge into an Online Course, Webinar, or Workshop</u> –	Wendy Perry
Thursday, 3 April	<u>How to Pitch in Conversation, Public Speaking, and Training</u> –	Scott Perry
Tuesday, 8 April	<u>How to Take Your Course, Webinar or Workshop and Turn It Into a Microcredential</u> –	Wendy Perry
Thursday, 10 April	<u>Scaling Up From Australia With Growth Locally, Nationally, Internationally.</u> –	Wendy Perry Scott Perry