WEBINAR: Starting a Corporate Giveaways and Souvenir Items Business

LIVE WEBINAR
VIA ZOOM

Overview

With only minimal capital you can set up a corporate giveaways business. The market is huge and if you can manage to find unique products or are persistent in marketing so is the profit potential.

Objective

- To show the participants how to set-up a corporate giveaways business and how to print on the items.

Who Should Participate

- entrepreneurs
- anyone interested in going into the corporate giveaways business

Key Topics

I. Presentation of corporate giveaway items

Personalizing Products (umbrellas, t-shirts, mugs, keychains, fans, ballpens, bags, mouse pads, tumblers, etc.)

II. 3 Significant aspects of the business

1. Technical Know-How
(Different Processes in Personalizing Corporate Giveaways)

a. Digital Transfer
• Heat Press
• Mug Press

b. Screen printing
• Components, functions and influences of Screen printing.
• Making a design using Adobe Photoshop
• Developing a Photographic stencil

2. Marketing Know-how
a. Target market
b. Presentation of services to clients
c. Marketing strategies

3. Sales Know-how
a. Costing and marking-up

III. Basic things needed for the start-up

IV. Capital Investment

V. Suppliers

(Applicable for projects like Personalized t-shirts, personalized pillowcase, bags, ref magnet, mouse pad, puzzles, campaign button pin, i.d., personalized mug picture, umbrella, personalized wall clock)

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Duration

- 6 hours

Webinar Fee

- Php 4,000.00 per participant (inclusive of e-Handouts and e-Certificate) to be paid at least 3 banking days before the event

Requirements

- Mobile phone, tablet, computer or laptop
- Download free ZOOM app
- Internet connection
- Good audio connection

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