



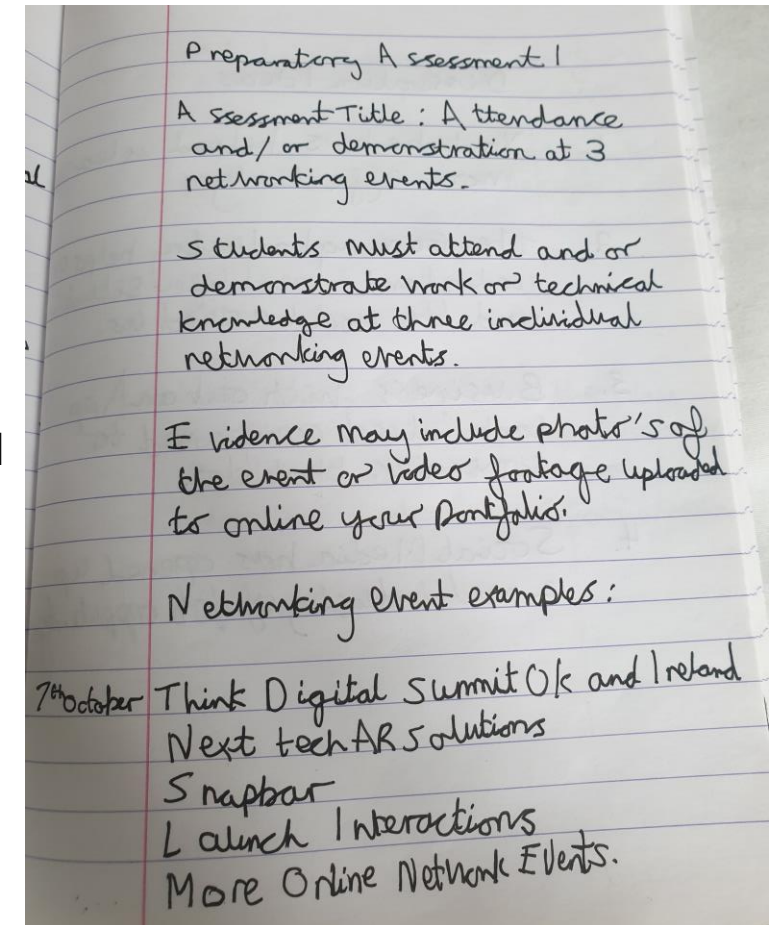
# Networking Events

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BY MATTHEW COLYER

# Assessment Description

As a module assignment for my third year I was asked to produce evidence of attending networking events. For semester 1 I was asked to produce evidence that I had attended 3 networking events. I was then also asked to produce evidence that I have attended 3 networking events for semester 2. These networking events had to be completed online due to the pandemic. It was clear from this module assignment that they wanted us to explore our interests more in the digital world and learn from experienced professionals. I first started off by doing a lot of research into networking events that I could join. When I first started researching I came across that a lot of the networking events were very expensive to join. This is why I had to change my approach and look for free networking events that I could attend and most importantly be relevant to the digital industry that I wanted to go into after University. These were great opportunities for me to learn lots of information and a massive thank you to the hosts and presenters of each of the networking events. Each of the networking events are show bellow with the topic and what semester it happened in. Networking events are a great way to learn more about the digital world that we live in.



# Module Assessment

## MODULE ASSESSMENT

This is a largely independent, self-directed study process within a work placement or through a client project. Students will have placement and project supervision throughout the semester, and access to supervised workshops. The project or placement portfolio of work needs to include concepts, development work, sketches and mock-ups as well as the outcome(s). A reflective process report will detail time and project management, and a critical reflection on what the student has achieved through the placement and/or client project. A hand-over document and/or brand guidelines must also be completed and submitted in a professional format for handing to the client/company.

It is intended that the assignment closely mirrors that of industrial practice and allow students to also practice their learning gained through the semester 1 module.

There is one Preparatory assessment for this module:

Preparatory Assessment 1		Through the Semester
Assessment Title	Attendance and/or demonstration at 3 networking events	
Assessment Type	Practical	
<b>Networking:</b> Students must attend and/or demonstrate work or technical knowledge at three individual networking events. Networking is important within your industry, for learning via peers and industry professionals, and for making connections with industry. Evidence may include photos of the event or video footage uploaded to online your portfolio		

## Module Assessment

This is a largely independent, self-directed study process within a 'paper' project or through a client project. Students will have project supervision throughout the semester, and access to supervised workshops. The project portfolio of work needs to include concepts, development work, sketches and mock-ups as well as the outcome(s). A reflective process report will detail time and project management, and a critical reflection on what the student has achieved through the project and/or client project.

Be prepared to try out a number of different methodologies and be creative and experimental with your ideas to any projects / briefs set during your placement. This is not a time for playing safe; it is a time to query existing ideas and perhaps propose different approaches. Please keep a journal of your process so that you can reflect on it within your process report.

There is one Formative Assessment for this module:

Formative Assessment 1 Throughout semester 2	
Assessment Title	<i>Attendance and/or demonstration at networking events (x3)</i>
Assessment Type	<i>Practical</i>
Students must attend and/or demonstrate work or tech at the networking event series on 3 occasions.	



# Adobe MAX

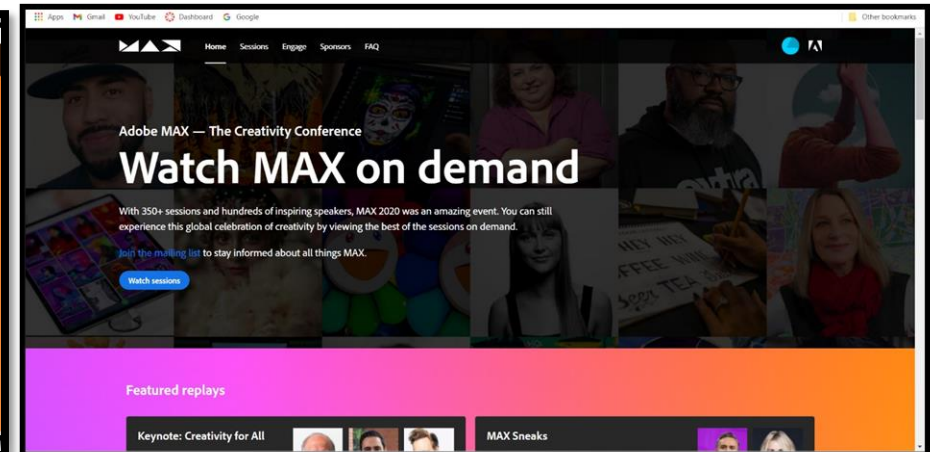
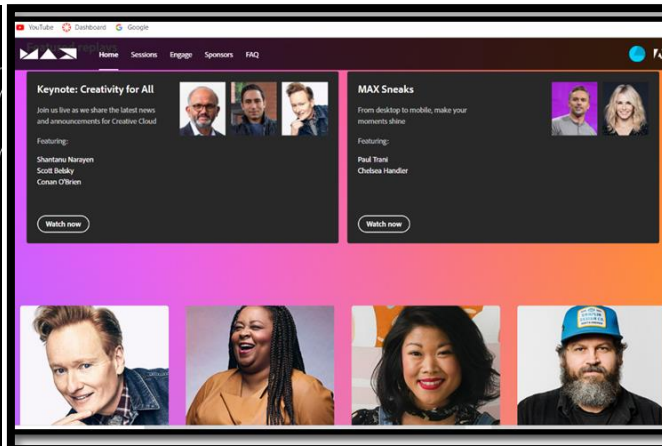
## Tame Impala

Artist and Producer

### Adobe MAX

#### The Creativity Conference

A free virtual event Oct 20–22, 9am PDT



#### DM1114 Seminar Group 2 Adobe Illustrator: ACA & ACU Certified Workshops

Some content in this message has been blocked because the sender isn't in your Safe senders list. I trust content from notifications@instructure.com. [Show blocked content]

ACA & ACU Certified Workshops <notifications@instructure.com>  
Tue 20/10/2020 21:51  
To: Matthew Colyer (M.Colyer.18)

Here is the link to the 12 noon session.

<https://teams.microsoft.com/join/19%3aa06c5378433c490fab7a00cbb89d27%40thread.tacv2/1603226863477?context=%7b%22Id%22%3a%229ef0ad7d-eaab-48a5-a07a-fbb82033fa03%22%2c%22Old%22%3a%2290d63a32-9d31-417b-bc8a-435ef74e7881%22%7d>

[View announcement](#) | [Update your notification settings](#)

Reply Forward

#### Tuesday session - Adobe Max online expo: DM3108: Negotiated Design Placement A 20/21 (51)

Sun 18/10/2020 21:43  
To: Matthew Colyer (M.Colyer.18)

Hi All,

Adobe are offering a free online creativity conference which we will join for a uniquely immersive and engaging digital experience, guaranteed to inspire. Three full days of luminary speakers, celebrity appearances, musical performances, a global collaborative art project, and 350+ sessions — and all at no cost.

Please take the time to sign up for this event at: <https://max.adobe.com/>

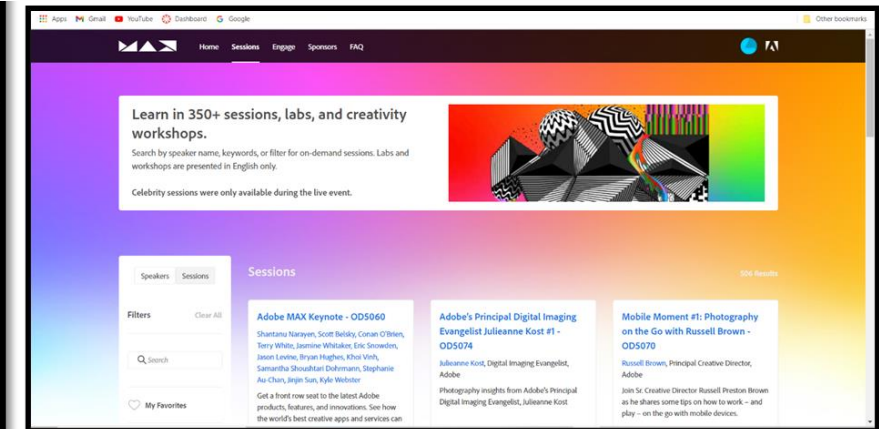
This should be a really good event and will count as one of your networking events that you should be doing this semester and next. You are required to do three per semester although we acknowledge that this year is going to be rather different! We will be taking a more relaxed approach towards this, given the circumstances.

See you Tuesday. We will follow up next week with a Q and A about your experiences at this event.

Kind regards,  
Paul Wilson

[View announcement](#) | [Update your notification settings](#)

Back Forward



# Adobe MAX

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For this networking event hosted by Adobe Max which was hosted from the 20th October until the 22nd October I was able to learn a lot about the Adobe software's via a teams calls. These teams calls were sent to my uni email and allowed me to access the link which is shown in the email bellow. This zoom call was a workshop that was hosted at 12 noon. The Adobe Max networking event had a lot of special guests including Tame Impala. He is a great artist and producer that offer a free virtual event. When I signed up to the Adobe Max event I was able to choose and search from a wide range of event which is shown in the colourful sessions image bellow. This allowed me to search for a key word which displayed what events were taking place. This was a great experience which allowed me to learn from top experts about the adobe software's such as Illustrator, Photoshop and the principles to what makes a good design.

# Leveraging Social Media in the Arts: Creative Arts Panel

**LEVERAGING SOCIAL MEDIA IN THE ARTS**

**FEATURED PANELISTS**

**ANNAMARIE MAZZA**  
2020 RINGLING COLLEGE OF ART & DESIGN GRADUATE  
2015 SPC GRADUATE

**CHRISTOPHER POWERS**  
THE HIP ABDUCTION

**RAY ROA**  
CREATIVE LOAFING

**BRYAN VOLITON**  
BEACH AND MAIN

**MODERATOR**  
BARBARA HUBBARD

Click to join audio

Join Audio Start Video

Participants Chat Share Screen Record Reactions

Facebook Snapchat Instagram

Chrome Gmail Spotify Messenger

by St. Petersburg College Follow

Free

Register

Date And Time  
Tue, December 1, 2020  
5:30 PM - 7:00 PM GMT  
Add to Calendar

Location  
Online Event

Join creative arts industry experts as they share how to leverage social media to elevate your career.

About this Event

Join creative arts industry experts, such as those from the Digital Media and Music Industry Recording Arts fields, as they share how to leverage social media to elevate your career.

For questions or if you require accommodations including but not limited to Sign Language Interpreter or C-Print Captionist, please contact Sara Sabourin at Sabourin.Sara@spcollege.edu or Theresa Afify at Afify.Theresa@spcollege.edu. Please provide as much notice as possible if you are seeking accommodations.

Make sure to [register online](#) before the event.

Orders

Starts in 1 day

Facebook Snapchat Instagram Twitter

Chrome Gmail Spotify Messenger

**Leveraging Social Media in the Arts: Creative Arts Panel**

Tue, 1 Dec 2020 17:30 GMT  
Free order no. 1542177097 placed on Today at 15:44  
[Go to online event page](#)

**CAREER SERVICES WORKSHOPS - Mark Your Calendars FALL 2020**

NOW OPEN FOR REGISTRATION ON **HIRE SPC TITANS**

WEDNESDAY WORKSHOPS 7-11 AM & 6 PM

REGISTER HERE: [STPE.CO/HireSPCTitans](https://stpe.co/HireSPCTitans)

SEPT. 4 Career Services Overview

SEPT. 9 Networking & Making Connections

SEPT. 16 Emotional Intelligence in the Workplace

SEPT. 23 Resume Writing

SEPT. 30 DIVERSITY & INCLUSION MATTERS IN THE WORKPLACE

OCT. 7 Hire SPC Titans

OCT. 14 The Power of LinkedIn

OCT. 21 Mock Virtual Fair

OCT. 28 Virtual Career & Internship Fair

NOV. 4 Interview Preparation

NOV. 18 Mock Interviews

DEC. 3 Career Games

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[stpe.co/HireSPCTitans](https://stpe.co/HireSPCTitans)

Zoom Meeting

Recording LIVE on Custom Live Streaming Service

Matthew Colyer

Sara Sabourin Ray Roa Theresa Afify Christopher Powers

Barbara Hubbard Annamarie Mazza Bryan Voliton

Chat

What do you believe is the best way to gain a following on social media?

From Sara Sabourin to Everyone: Any tips on places to trademark my original logo, as well as places to purchase online domains?

From Benjamin Jensen to Everyone: Hi everyone! Thanks for attending. Please post any questions here.

From Sara Sabourin to Everyone: I have a question, but I would like to ask it over the mic?

From Benjamin Jensen to Everyone: Thanks Benjamin, I will bring it to Dr. Hubbard's attention.

From Sterling Myers to Everyone: what's the best way to grow a following quickly?

From Rachel Acosta to Everyone: shoutouts from bigger profiles may also help as well.

From Tracy Garrett to Everyone: Thank you so much for all these wonderful and genuine tips. :)

To: Everyone

Type message here...

From Theresa Afify to Everyone: If you need transcription click here: <https://other.aljuc-SBSeoNNI-RCOQSPSLGZthetSchellT-oh>

If you require transcription, click here: <https://other.aljuc-SBSeoNNI-RCOQSPSLGZthetSchellT-oh>

From Sara Sabourin to Everyone: Music today was by SPC's Rock Ensemble 2019.

From Theresa Afify to Everyone: If you require transcription, click here: <https://other.aljuc-SBSeoNNI-RCOQSPSLGZthetSchellT-oh>

To: Everyone

Type message here...

# Leveraging Social Media in the Arts: Creative Arts Panel

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For this networking event hosted by St. Petersburg College which was hosted on the 1st December I was able to learn a lot how social media impacts people from different creative industries at different stages in their career. For example Ryan is an experienced Illustrator and Chris has his own music band. This zoom calls was sent to my email and provided a simple link which said how to join. This is shown in the image bellow with the orange bordered button. This zoom call was completely free and it had very experienced people that were able to give their opinions and views on all aspects of social media. We were able to ask questions in the chat and the judicator would ask the experts. This is shown in the image bellow with the chat open on the right. This was a great experienced that allowed me to understand the importance of social media from a wide range of different background information and their experience of how the digital media industry has changes over the years with social media.







# Business Manifesto 2021

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For this networking event hosted by Thames Valley, Chamber of commerce group which was hosted on the 10th December I was able to learn a lot about how brands are able to grow there ideas and the growth of technology. Chris Tucci who is a professor in digital transformation and strategy from Imperial Business School, was able to explain really well the importance of taking a chance on different technologies that the future is yet to show. This zoom call was sent to my email and provided a simple link which said how to join which is shown in the lower image. This was another great free zoom call that allowed me to learn the importance of trying to solve problems in the world instead of waiting for them to be solved. We were able to ask questions in the chat and the host would ask the experts the question. This is shown in the image bellow with the chat open on the right. This was a great experienced that allowed me to learn from top professionals in their related industry.

# Making better business decisions in the most volatile market in history

## Webinar Registration



Topic Making better decisions in the most volatile market



Description Making better business decisions in the most volatile market in history. There's something wrong with the way we plan the future of businesses. We look to the past - and in 2020 I hope you can see the problem here.

But this is not just a problem for 2020. This has always been a problem, because unpredictable events will always occur. It's a problem compounded by the inflexibility and complexity of the tools we use to plan for the future.

Advisors, business owners, entrepreneurs, and a growing number of people who find themselves forced or motivated to start their own businesses need a better way of planning. A way that doesn't require the expertise of a spreadsheet guru, that is fast, easy to communicate to others, and easy to ask questions of.

Finally, this method of planning must not just regurgitate the past, but equip the person planning to make better decisions based on different future paths their business could take. The answer to this is financial modelling. Modelling is a term usually consigned to the lofty heights of corporate finance. But it doesn't need to be. It need not even require accounting expertise to get started.

In this webinar, we'll explain:

The answer to this is financial modelling. Modelling is a term usually consigned to the lofty heights of corporate finance. But it doesn't need to be. It need not even require accounting expertise to get started.

In this webinar, we'll explain:

- Why we believe modelling is the best method for making business decisions
- How to simplify modelling, making it accessible for any business.
- Why financial models are easier, faster and less error prone than traditional methods of planning, and better suited to helping you make better business decisions.

Join us, as we discuss how to change the way we plan for the future, to help foster the growth of new businesses and ensure the survival of existing ones.

We welcome a lively discussion after the talk. All questions welcome!

Time Feb 24, 2021 10:00 AM in London

[Add to calendar](#)

Webinar ID 849 4197 6477

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## Making better business decisions in the most volatile market in history

Making better business decisions in the most volatile market in history.

There's something wrong with the way we plan the future of businesses. We look to the past - and in 2021 I hope you can see the problem here.

But this is not just a problem for 2021. This has always been a problem, because unpredictable events will always occur.

### Event Details

Date:	24/02/2021
Times:	10:00-11:00
Venue:	Online, Webinar, -
Pricing:	Free of charge



## Making better business decisions in the most volatile market in history

Barrie Baxter  
Robin Booth



Audio Settings

Chat

Raise Hand

Q&A

Leave

# Making better business decisions in the most volatile market in history

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For this networking event hosted by Thames Valley, Chamber of commerce group which was hosted on the 24<sup>th</sup> February I was able to learn how to make better business decisions and the importance of having a plan that is update and that is flexible with dealing with the current market. This networking events is importance for me when consider if I want to start up my own business. Robin Booth worked for the Audiobook business which has been taken over by Amazon. He was able to explain how that business was ran with a break down of the costs of each of the departments. He was also able to explain the projection of the business and the risks that the business took and how it planned out. Barrie Baxter was able to give his own views of creating software that helped you manage and change costs to show different projections in a business. He was able to explain why human error is much higher in a spreadsheet form for a business and how much more easier it is to make adjustments using software online. This gives me a great overview if I am to set up my own business in the future.



# Managing Cash Flow Uncertainty

## Managing Cash Flow Through Uncertainty Confirmation

TVCC Webinar <no-reply@zoom.us>  
to me

### Strategies for Managing Cash Flow



### Building Resilience & Agility

#### Working Capital & Cash

- Creating a balance of buffer inventory & reducing working capital
- Revisit variable costs
- Convert fixed costs to variable where possible

#### Operations

- Maintain where possible spare manufacturing/supply capacity
- Contingency plans for a range of potential disruption events

#### Supply Chain

- Diversification (Customers & suppliers)
- Assess the credit risk of your suppliers & buyers more closely
- Can the supply chain cope with an upturn in demand

#### People

- Free people from internal structure, process and existing constraints
- Give them the ability to truly focus on the customer
- Support skills training to enable employees to be multi-functional

#### Be Bold

- Can digital adoption make a difference to your business
- Is now the right time to consider a pivot

### Managing Cash Flow Through Crisis

Date: 10/03/2021  
Speaker: Gareth Anderson, TVCC Webinar & Chamber of Commerce

### Webinar Registration



Topic: Managing Cash Flow Through Uncertainty

Time: Mar 10, 2021 10:00 AM in London



\* Required information

# Managing Cash Flow Uncertainty

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For this networking event hosted by Thames Valley, Chamber of commerce group which was hosted on the 10<sup>th</sup> March I was able to learn how to manage a business in how the market has changed and become more digital. This networking events is importance for me when consider if I want to start up my own business or work for a company. Gareth Anderson who works for the bank HSBC explained the importance of having a good relationship with your business. If the company has a good relationship with you they will stay it contact and provide support in challenging situations such as covid. He was also able to explain the importance of having different strategies when working in a business. For example cash flow projects and contingency plans. The importance of how a business manages its expenses. The growing increase in software and digital features is helping and support companies. It important to be more adaptable to change and un known situations. Its important for any business to keep asking why to insure that all areas and factors are considered.

# Key steps to Internationalising Your Website

## Webinar Registration



Topic Key Steps to Internationalising Your Website

Description Your company's website is the gateway to your business, allowing your company to increase their international visibility, attract new leads and customers as well as facilitate consumer research into your products or services.



## KEY STEPS TO INTERNATIONALISING YOUR WEBSITE

Over the past year the way we do business has changed significantly. By embracing digital tools and building a strong online presence, companies are more likely to stay in business longer and achieve growth rates not achievable by working solely offline.

Your company's website is the gateway to your business, allowing your company to increase their international visibility, attract new leads and customers as well as facilitate consumer research into your products or services.

Event Details	
Date:	20/04/2021
Times:	11:00-12:00
Venue:	Virtual, Online, -

Host is sharing poll results

1. What is the number one thing that puts you off and erodes your TRUST when you are looking at a website?

Response	Percentage
Lack of a clear call to action	0%
Poor design	25%
Not mobile responsive	13%
Broken links	38%
Slow to load	25%
Old content	0%
Other	0%

Put Yourself in your Customers Shoes...

Slide 14 of 38

TOP 20 INTERNET COUNTRIES - 2019  
With the Highest Number of Internet Users

Country	Internet Users (Millions)
China	659
India	458
United States	292
Indonesia	211
Brazil	188
Japan	174
Russia	166
South Korea	141
France	139
Germany	135
UK	129
Canada	128
Italy	127
Spain	126
Sweden	125
Poland	124
Turkey	123
South Africa	122
Malaysia	121

Slide 4 of 38



# Key steps to Internationalising Your Website

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For this networking event hosted by Thames Valley, Chamber of commerce group which was hosted on the 20th April I was able to learn the key steps to Internationalising Your Website. This networking event explained the importance of your website being available for different languages and why SEO is very important for your website presence. Claire Snowdon was able to explain her experiences of providing services for countries all over the world. Not all countries use Google as their main searching platform. However, it is the most used search platform across the world. She was also able to explain the importance of having a fully functional website that doesn't have any broken links. This was the highest issue that the voting pole selected for what stops being from using someone's website. It was very interesting to see what countries spend most of their time on the internet and searching on sites. People want to find what they are looking for quickly on peoples websites and the word, trust is very important for a customer. Having a simple navigation bar that provides a drop down allowing the user to select the language they would like to view your website in.

# Reference List

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