



look right

Workshops

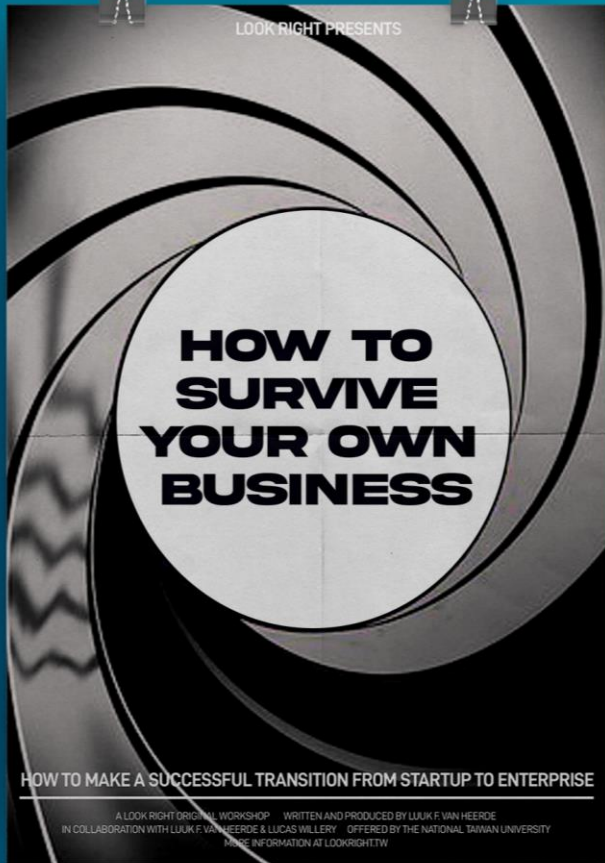


INDIVIDUAL WORKSHOPS

by Luuk F. van Heerde
CEO of Look Right | Take Off | Taiwanese Design

HOW TO SURVIVE YOUR OWN BUSINESS

How to make a successful transition from startup
to enterprise



The same character traits and skills that make you successful as an ambitious startup will destroy your grown-up business later. You need to change and adapt to survive. But how?

This workshop looks at ambitions, careers, dreams and how they match up with the hard-hitting reality.

It provides useful strategies for the transition from startup to enterprise and doles out generous advice for those looking to survive their business beyond the first three golden years.

POPUP POWER

How to make the best of a great business opportunity as a popup-shop



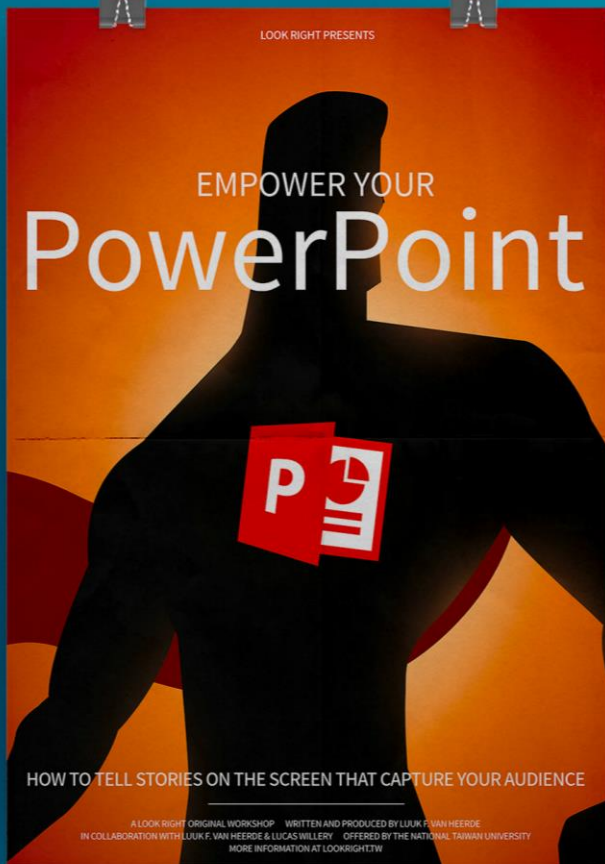
Running a popup shop can be a blessing or a curse. It can make or break your business and your budget.

But a well-planned and properly executed Popup Store also offers enormous opportunities to launch your brand and to gain valuable business insights.

This workshop teaches you how to build a brand, how to find your target audience, boost sales and extend the lifespan of your products well beyond the popup shop period.

EMPOWER YOUR POWERPOINT

How to tell stories on the screen that capture your audience



Love it or hate it: PowerPoint is still the go-to tool to present your ideas to an audience. It is easy to use and practical.

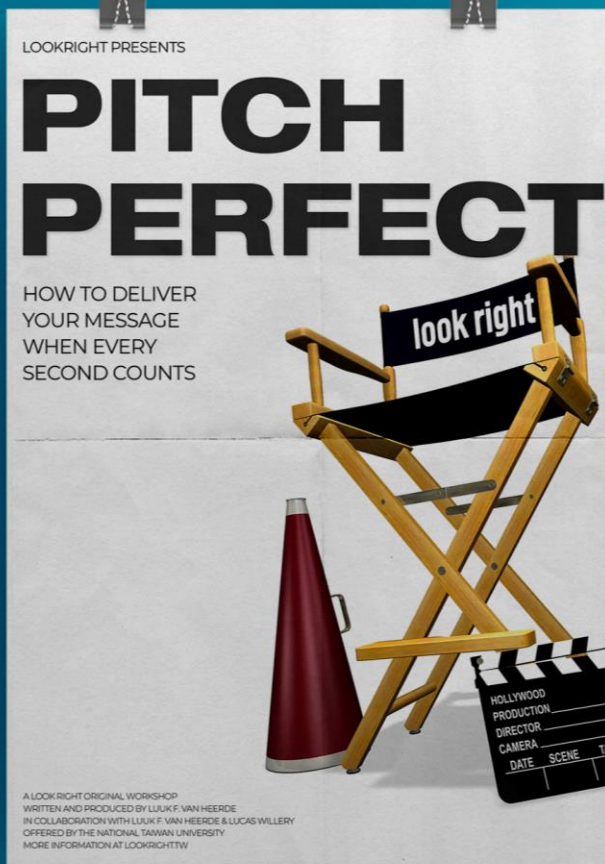
But in the wrong hands, PowerPoint can be a real attention-killer: ugly slides, long text, boring numbers will put your audience to sleep in no time.

This workshop teaches you to use any presentation software to bring your story to life and engage the crowd with an unforgettable story.

Learn all about the structure of dramatic storytelling and the best way to combine images, animations, and words on the screen for maximum impact.

PITCH PERFECT

How to deliver your message when every second counts



Your success as an entrepreneur or manager will often depend on your skills as a storyteller. You will find yourself in situations where you must capture the interest of your audience (investors, partners, incubators, distributors), sometimes in less than a minute.

Pitch Perfect teaches how to define and clarify your idea and turn it into a narrative that resonates with the audience. It also contains practical advice on how to present your story – from elevator pitch to PowerPoint with conviction and ease.

DESIGN IS THE HUNTER

How to survive as a designer by developing your
storytelling talents

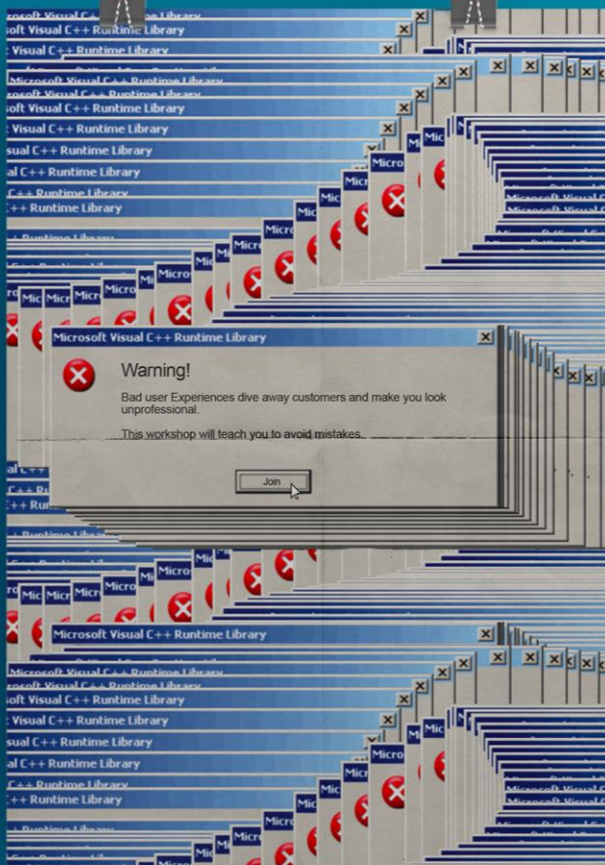


Design is in free-fall. With easy digital tools and fierce global competition from low-cost creators, it is hard to find success as a professional designer these days.

This workshop helps designers become better storytellers and teaches them to use user-centric thinking, UX design and branding methods to add value to their products and services.

CLICK TO START

Delivering a better User Experience is the first step to success



Too many designers create a solution looking for a problem. Not enough designers think about what their audience wants and needs.

In a world where time is a precious commodity, the competition for your audience's attention is often just a mouse-click or swipe away.

This workshop teaches user-centric thinking and delivers branding tools that can help you identify your audience and map out the optimal experience that will keep them engaged.

THE FALL OF THE BRANDING EMPIRE

How the demise of Big Brand power creates new opportunities for small entrepreneurs



Big Brands – think Sony, Philips, Panasonic – had to give up a large share of their markets to completely unknown brands over the last decade. What prompted consumer to shift their brand loyalty away from these trustworthy giants to complete unknowns?

This generational shift shows there are plenty of openings for newcomers to break into established markets, and even to topple big, established brands. Learn how to make the most of this opportunity, and how to create your own brand loyalty from scratch.

international marketing workshops



INTERNATIONAL MARKETING SERIES

A series of workshop for specific markets and sectors

Taiwanese companies need to connect to the world. But every industry is different, and each sector requires a different approach.

This series of specialized workshops offers practical international marketing and branding advice for industries that are vital to Taiwan's international success.

A white wind turbine stands prominently in the foreground, its three blades extending diagonally across the frame. The background is a dark, textured surface covered with the words "international marketing" repeated in numerous different scripts and languages, including English, Chinese, Spanish, Hindi, and others. Overlaid on the lower half of the image is large red Chinese text: "專為離岸風力而設的國際行銷". At the bottom right corner, there is a logo for "workshop by look right" where "look right" is in a bold, stylized font.

workshop by **look right**

between Taiwan's SMEs and the global corporations coming to Taiwan.

This workshop helps Taiwanese entrepreneurs identify their partners wants and needs and meet their expectations.



IMS SERIES TWO

ENGINEERING & MANUFACTURING

Many Taiwanese manufacturers think they do not need marketing and branding. As a result, they are missing many international business opportunities. This workshop helps B2B companies improve their image and provide a clear roadmap to building a professional, international brand identity.

Taiwan is leading the world in innovation, but our businesses do not always look like it. Outdated websites, bad marketing materials and awkward presentations send a wrong signal to the international business community.

In a sector where quality and reliability are of the utmost importance, this special workshop helps Taiwanese manufacturers identify marketing and branding priorities, improve their international brand image without breaking the bank, and helps them communicate their most relevant selling points.

IMS SERIES THREE

CREATIVE INDUSTRIES

Taiwan's amazing designers and artists have a great story to tell and we help them broadcast it to a wider audience. We empower the next generation of designers and give them the tools to represent "Brand Taiwan" to the world.



Taiwan's amazing and versatile artists and designers are the best ambassadors for "Brand Taiwan". Yet most designers and creative entrepreneurs never make it off the island - even with strong government support.

This practical workshop helps designers find affordable and practical independent solutions to turn their creative endeavors into brands that can wow the world.

IMS SERIES FOUR

HOSPITALITY, TRAVEL AND LEISURE INDUSTRIES

How to bounce back after COVID-19 in a world that has changed travel and hospitality forever.



This workshop helps operators, owners and developers use the current downtime to create a new strategy for the inevitable post-Covid travel boom.

With better branding, more targeted MarCom strategies and a fresh approach, they will be in an excellent position to meet the new demands of a changed customer demographic.

booking and information

Further information about these workshops, including duration, language versions, target audiences and details about the content will be supplied on demand only.

Contact us to inquire about rates and custom-created presentations, workshops, lectures and topical keynote speeches.

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