



PERRY-GREENE DESIGN
WORKSHOPS

START YOUR BUSINESS: NAME, BRAND & ON-LINE PRESENCE (2-HOUR WORKSHOP)

A practical, guided workshop designed to help early-stage founders turn an idea into a clear business direction. Participants explore naming, branding, and the foundations of building an online presence, alongside simple guidance on when and how to launch a business.

This session is focused on clarity, confidence, and practical next steps rather than technical or software-based training.

WORKSHOP SCHEDULE

0:00 - 0:10 | WELCOME & CONTEXT SETTING

Introduction to the session, overview of the process from idea to online presence, and participant introductions.

0:10 - 0:35 | DEFINING YOUR BUSINESS IDEA

Participants clarify their idea, identify their audience, and define the problem their business solves.
OUTPUT: ONE-SENTENCE BUSINESS IDEA

0:35 - 1:00 | NAMING YOUR BUSINESS

Exploring what makes a strong business name, creative naming exercises, and understanding domain and social handle availability.
OUTPUT: 2-3 POTENTIAL BUSINESS NAME DIRECTIONS

1:00 - 1:20 | BRAND IDENTITY BASICS

Introduction to branding beyond logos, including values, tone of voice, personality, and simple visual direction.
OUTPUT: BASIC BRAND DIRECTION (KEYWORDS + VISUAL INSPIRATION)

1:20 - 1:45 | ONLINE PRESENCE & LAUNCH TIMING

Understanding domains, social media handles, and basic website requirements. Guidance on when to launch a business and how to begin simple marketing activity.
OUTPUT: CLEAR UNDERSTANDING OF SETUP STEPS AND LAUNCH READINESS

1:45 - 2:00 | NEXT STEPS & WRAP-UP

Action planning for the next 7 days, key priorities, and optional pathways for further development or design support.

WHO THIS WORKSHOP IS FOR

- Early-stage entrepreneurs
- Individuals exploring self-employment
- People with a business idea but no clear starting point
- Community groups or employment support programmes

No prior experience is required.

FORMAT

Duration: 2 hours

Delivery: In-person workshop

Group-based interactive session

All materials and guided exercises included

FEES & DELIVERY

£500 PER WORKSHOP (2 HOURS)

This fee applies to delivery for councils, community organisations, and partner institutions.

INCLUDES:

- Full delivery of a 2-hour structured workshop
- All facilitation and guided exercises
- Participant materials (digital or printed)
- Summary of key learning outcomes and next steps

Workshops can be delivered on-site within organisations or at agreed venues. Group size and specific delivery requirements can be discussed to ensure suitability for each setting.