

Event: Boost your Business with Online Video Promotion (Presenter Change)

21 March 2016

Online video marketing is quickly gathering momentum, with 90 per cent of consumers currently watching online videos.

Signancion Founder, Rakz Mathur, believes if businesses and organisations decide not to include online videos as part of their marketing strategy, they risk being left behind.

Mr Mathur will lead a practical workshop at Sydney's **Y-Hotel** on **Saturday, April 2**, demonstrating how easy it is to produce videos that will enhance your business or career.

His workshop is just one of a series of events organised by Career Development Association of Australia state divisions to help equip career practitioners, who assist people develop their careers.

Career Development Association of Australia (CDAA) NSW President, Leonie Stanfield, said this presentation will be a valuable learning opportunity for any business, organisation or individual.

"If you are implementing projects or programs that would benefit from video marketing then this presentation will be key," Ms Stanfield said.

"Our presenter has worked with clients around the world, including the US and UK, and we are very fortunate to have him run a session for us."

Event Details:

Date: Saturday, April 2

Time: 8:30am – 12:30pm

Venue: Y-Hotel, Hyde Park, Sydney

Cost: \$116 (Morning tea included)

Presenter Biography:

Rakz Mathur is the founder and CEO of *Signancion* – one of Australia's leading marketing hot shops. Affectionately described as a brilliant marketing misfit, Rakz believes in challenging orthodox marketing theory and champions original and creative communication strategies. His work is founded on a culture of radical innovative thinking, and thrives on a capacity to link creativity to business and commercial needs.

The Career Development Association of Australia (CDAA) commenced as the Australian Association of Career Counsellors in 1989, and is Australia's largest cross-sectoral association of career development professionals working in a diverse range of roles, delivering services in industry, government, education, employment programs and community organisations. The primary purpose of the CDAA is to support its members by leading, building and growing the career development profession.

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