

Unbilled



VOICE: INSIDE LOOK AT OWNING AND RUNNING A CREATIVE STUDIO

Scott Carslake and Anthony De Leo are joint founders of design studio Voice. We are thrilled to welcome them from Adelaide to share insights on how they've run their award winning studio over the last 15 years. Starting as a partnership of two, this studio's growth, quality of work and long-term client relationships has been the result of taking risks and developing their own approach to running their business. Their unique take on winning clients, building their team and working through projects blew us away - we're so lucky they are willing to share an in-depth behind the scenes look at how they run their studio with our audience.

Voice is a graphic design studio with no hierarchy, no receptionist, no front desk with a bell to ring and no business model. They are a devoted team of designers who value working in an environment that fosters creativity and critical discussion where projects are rigorously considered from different and objective perspectives. They think, explore, advise, collaborate and design by creating a unique, clear and significant visual language for every job which gives each project its own powerful, unmistakable voice.

voicedesign.net (<http://www.voicedesign.net/>) / Instagram: @voice_of_design (https://instagram.com/voice_of_design/) / Twitter: @voice_of_design (https://twitter.com/voice_of_design)

Message from us:

Congratulations goes to the Voice for being finalists for a number of projects in this years AGDA awards (<https://awards.agda.com.au/studio/voice/3>). See their finalist entries here (<https://awards.agda.com.au/studio/voice/3>).





SHARON GIVONI: CREATIVES AND THE LAW – WHAT YOU NEED TO KNOW

In this amazing, dynamic and interactive talk, experienced presenter and intellectual property lawyer, Sharon Givoni, will be guiding you through basic principles that, as creative business people, you need to know offering plenty of practical, real-life examples and useful tips. Using plenty of visual examples and drawing on hands-on case studies straight from real life, Sharon will be demonstrating how copyright, trade marks and designs inter-relate exploring questions such as:

- What is copyright law?
- Can you protect styles and ideas?
- How close is too close when it comes to getting inspiration?
- Copyright ownership: tips and traps
- What is the difference and importance of licensing and assignment of your work?
- What can be copied and how do you better protect it?
- Internet issues including social media
- What about brand protection? Legal ins and outs
- Navigating the tricky parts of social media (What can you post? What can you upload? What if someone takes your work from the internet?)
- How to protect product designs – a challenging area but one you must understand

Sharon Givoni is a very experienced presenter and can bring law alive in a way that people can understand. She will be bringing complex issues to life in a live and engaging manner. Above all you will also have fun.

Sharon Givoni is a well-known IP and Commercial lawyer who has run her own law firm for some 15 years after working at a top tier law firm in Australia. She is a member of the Law Institute of Victoria Intellectual Property Committee, IPSANZ (Intellectual Property Society of Australia and New Zealand) and is also the editor of three prestigious law journals, namely Intellectual Property Law Bulletin, Privacy Law Bulletin and Internet Law Bulletin, which are published by LexisNexis. She has presented at numerous universities including RMIT, Swinburne and various Photography schools and has been invited to give seminars Australian-wide and overseas. Recently, Sharon had her first book, "Owning It: A Creative's Guide to Copyright, Contracts and Law"

Images sourced from Creative Minds HQ (<http://www.creativemindshq.com/owningit.html>)

Read more on Sharon Givoni (<http://www.sharongivoni.com.au/>) / Read Design Files feature on Owning It (<http://thedesignfiles.net/2015/03/owning-it/>)

LEISHA MURAKI: DEVELOPING EFFECTIVE COMMUNICATION TECHNIQUES WITHIN A TEAM

Leisha Muraki is one-quarter of the team behind Sex, Drugs and Helvetica.

Leisha will share her team's unique approach to effective communication. Using a mix of online communication platforms, face-to-face meetings, brainstorming sessions and a buddy system - this team of four have mastered their ability to work together in person or remotely. Their techniques equip them with time to focus on the business, assign responsibilities, complete tasks, work with external contributors and partners and provide ongoing support to each other. Their ability to communicate also creates an environment which allows them to openly provide ideas, offer constructive criticism, strategise, and discuss the changes required to constantly improve their product. Leisha will share some key insights on how their team's communication techniques have evolved over the years (what worked, and what didn't) and why their current models have become such an integral part of the success of their business, and just as important, their personal well being. Learn how they ensure that each team member's voice is valued, respected, and above all, heard.

Leisha is 1/4 of Uncoated Pty Ltd, a content and media company that curates an annual conference called, Sex, Drugs & Helvetica and publishes articles at sexdrugshelvetica.com. Sex, Drugs & Helvetica creates, curates and publishes content through its conference for designers (Melbourne & Brisbane) and blog. Online or offline, Sex, Drugs & Helvetica addresses the real topics and issues that impact designers and their industry. Its exceptionally strong engagement with customers and the wider design community enables Sex, Drugs & Helvetica to feature speakers and commission exclusive content from leading designers other organizations are unable to. The companies on going mission is to help designers become better problem solvers.

She is a Lecturer of the professional practice course, which focuses on the business of design, at RMIT University. Also guest lecturer within the master of communication design program and at SIM Global Education (Singapore Institute of Management), an international RMIT course.

As a designer, her clients have included Alaska Airlines, Arup, the Bill and Melinda Gates Foundation, PwC and the United Nations AIDS Foundation. She is a Lecturer of the professional practice course, which focuses on the business of design, at RMIT University. Also guest lecturer within the master of communication design program and at SIM Global Education (Singapore Institute of Management), an international RMIT course.

She is a second year masters candidate at RMIT University. While the research seeks to understand undergraduate design education, the thesis is not simply a study on learning practices but rather a study of how education, the design industry and those who participate relate to one another.

Leisha Muraki (<http://leishamuraki.com/>) / Twitter: @LeishaMuraki (<https://twitter.com/LeishaMuraki>) / Instagram: @Leishamuraki (<https://instagram.com/leishamuraki/>)

DARREN HAGARTY: ACCOUNTING FOR NEW BUSINESS

Start your business right with relevant and practical accounting information. Darren will present on some of the key considerations when starting out in business, with a particular emphasis on trading structures and the taxation and asset protection issues that surround them. Darren will also speak about cloud accounting software and will provide a glimpse into Xero, a solution which is used heavily across the PT Partners clientele. Even if you're already in business these tips will of immense help to anyone who runs their own business.

Darren Hagarty is a Chartered Accountant with over 20 years experience and is a director of Brisbane accounting firm, PT Partners. PT Partners is a four director firm supported by a team of enthusiastic, qualified accountants. They offer the vast industry experience and expertise that you would expect from a large firm, but with the personal touch of a smaller firm. Their clients come from all walks of life, including freelancers, small to medium businesses and individuals. They boast significant experience in the creative and I.T. industries.

Pt Partners (<http://www.ptpartners.net.au>) / Linkedin: Darrenhagarty (<http://www.linkedin.com/in/darrenhagarty>)

CLAIRE DEANE & CATHERINE ROBERTS: SOCIAL MEDIA 101 - TIPS AND TOOLS TO MAKE THE MOST OF YOUR ONLINE CHANNELS

Every biz owner needs help taking control of their social channels. If you're looking for simple, practical strategies to grow your following online, and desperately need hacks and work-flow advice to simplify the whole process, then Social Media 101 is the perfect quick and dirty solution for you. You'll come away with social media and content strategies and tactics that you can put into action the very next day, as well as a whole host of tips, tools and apps for making a deeper connection and more money via your online channels.

WE'LL TALK:

Branding 101, including exactly who you're talking to, and what you want to tell them!

Content planning – you'll come away with a plan for the next month that you can start using the very next day;

Choosing the right social media channels for your business;

Insider tips and productivity hacks for Facebook, Instagram & Pinterest;

How to get your content seen by more than just your immediate family, including a checklist for how and where to share all that great content you're creating.

The best tools and apps for everything from uploading and importing, scheduling, editing, posting, measuring and analysing.

Claire Deane and Catherine Roberts are co-founders of Homeroom, a comprehensive curriculum of short courses, full day immersives and downloadable guides guaranteed to inspire business owners looking to kick their brands up a notch. They're all about delivering practical, tried and tested advice across social media, digital marketing, strategy, ecommerce, PR and retail.

Claire Deane is the founder of Claire Deane Marketing. She's an experienced business coach who, after working in digital marketing for over 11 years, realised the biggest barrier for small businesses was a lack of confidence in how to leverage a presence on the web. Claire is a Google Analytics nerd, social media addict, card carrying introvert (<http://chargeupintroverts.com/>), yogi and content creator (<http://thenameagency.com.au/>).

Catherine Roberts is the founder of The Spring Shop, The Spring Blog and Showroom. She believes passionately in the ethos of #shopsmall and helping this generation of digitally savvy business owners fine tune their skills and bring their own incredible projects into the world.

You must select a collection or upload images to display.

Homeroom (<http://www.home-room.com.au/>) /

Claire Deane (<http://clairedeanemarketing.com/>) / The Spring Blog (<http://www.thespringblog.com/>) /

Catherine Roberts (<http://www.thespringblog.com/>) / Showroom (<http://www.show-room.com.au/>)





TRENT BARTON • STANDING BY CO. : A HEALTHY SENSE OF FEELING UNDER CONSTANT THREAT

Topic Overview:

In our industry the number one question must be how to win clients, and less-so, how to manage them. To this end Trent Barton, of Standing By Company, will explore the notion that the two are intrinsically linked. He will share some of the company's thinking and process around preparedness and foresight that has helped them maintain a front-footed approach to client conversions and collaborations.

"Business, like life, is all about how you make people feel. It's that simple, and it's that hard."
— Danny Meyer

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Trent Barton is a human experience planner and designer. Trained in illustration and installation at Queensland College of Art, he now draws on a decade of experience in illustration, photography, design, and production. Trent is co-founder of Standing By Company where his key areas of activity are brand identity, art direction, user experience and service design.

Standing By collaborate with Museum of Brisbane, Ben's Burgers, The Bleachers, Allergy Medical, Statler & Waldorf, A Love Supreme, Queensland Music Festival and Talabgaon Castle, India. Together we plan and design identities and build communities using creative brilliance and technical know-how.

Standing By Co. (<http://www.standingby.co/>) / Twitter: @standingbyco (<https://twitter.com/standingbyco/>) / Instagram: @standingbyco (<https://instagram.com/standingbyco/>) / Facebook: /standingbyco (<https://www.facebook.com/standingbyco/>)



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