



SWIFT

Online CANVA

BUSINESS LAB

Summer Power-Up for
Serious Entrepreneurs

From concept to conversion – turn Canva into your business
growth engine



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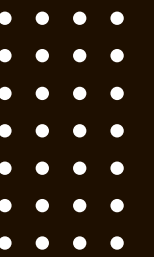
Swift.org.ng



Why This Event Matters for Your Business This Summer

■ Work Smarter, Not Harder

Leverage Canva's advanced business features to cut content creation, reporting, and marketing time by up to 70%, freeing you to focus on growth and strategy.



■ All-in-One Business Solution

Its more than just graphics. From marketing campaigns to internal documentation, reporting, and content creation—you'll learn how to upgrade every corner of your business operations.

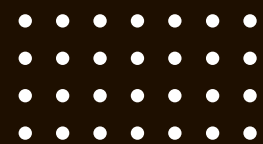
■ Immediate, Practical Impact

Walk away with ready-to-use templates, automated workflows, and professional-quality materials you can implement in your business the very next day.

More than just graphics



A complete and comprehensive business toolkit & visual workspace, evenly distributed over the span of 14 days, Online



Program Overview

The Canva for Business Bootcamp is a two-week intensive online training program designed to equip business owners with practical design and branding skills to stand out in today's competitive market. Through hands-on lessons, guided practice, and expert feedback, participants will learn how to use Canva to create professional branding materials, marketing assets, and digital content that drive sales and engagement.

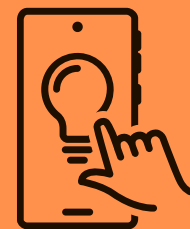
This bootcamp blends theory and real-life application, ensuring participants walk away with not just knowledge, but also ready-to-use brand assets for their businesses. Whether you're new to design or looking to refine your brand identity, this program will help you save time, cut costs, and boost your online presence—all without relying on a full-time designer.



What to expect:

- Interactive Theory Sessions
- Practical Workshops
- End of Course Project & Certificate
- Business Clinic: Inventory control & Online Shop





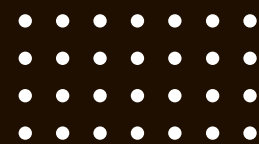
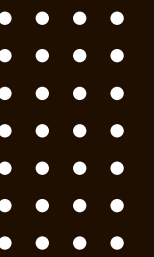
Interactive Digital Solutions.

Whether you're just starting out or looking to scale, this event will equip you with practical tools and fresh strategies.

Who Should Attend?

This program is designed for forward-thinking business owners and aspiring entrepreneurs who want to elevate their brand and boost their business visibility.

- **Small and Medium Enterprise (SME) owners seeking affordable, impactful branding and marketing solutions.**
- **Creative entrepreneurs (fashion designers, caterers, photographers, event planners, etc.) looking to present their products/services more professionally.**
- **Service providers & Startup founders**
- **Marketing or admin staff responsible for creating brand materials for their business**



Module 1

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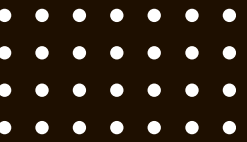
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Canva Slides & Docs

Magic Write for Instant Business Content

- Learn how to generate business proposals, reports, captions, and email content in seconds.
- Save time while maintaining a professional tone.



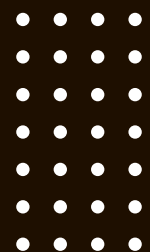
AI Voice Narration for Presentations

- Add realistic AI voiceovers to your slides to create engaging pitch decks, training modules, or marketing presentations.
- Perfect for businesses looking to communicate clearly without being physically present.

Interactive Quizzes for Engagement

- Design fun, branded quizzes in Canva to engage customers, train staff, or gather feedback.
- Enhance both marketing campaigns and team-building efforts.

Outcome: You'll be able to create branded business content, deliver presentations with AI narration, and design interactive materials that keep your audience hooked.



Module 2

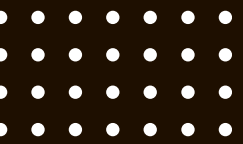
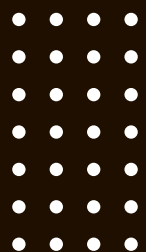
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Canva Sheets

Say goodbye to complicated spreadsheets! In this module, you'll learn how to harness the power of Canva Sheets to manage your business data like a pro—without needing advanced Excel skills. We'll guide you through:

- **Magic Charts & Insights:** Instantly turn numbers into stunning, easy-to-read visual reports that impress clients and guide better decisions.
- **Smart Formulas Made Simple:** Track sales, calculate profits, and monitor expenses with easy-to-use formulas—no coding or complex Excel tricks required.
- **Data Organization:** Learn to structure, sort, and filter your information for maximum clarity and efficiency.

Outcome: You'll confidently manage your business numbers, create presentation-ready reports, and make smarter, faster decisions



Module 3

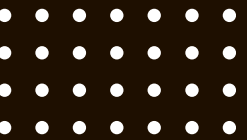
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Photo Editor

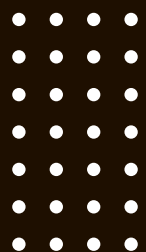
Master Canva's powerful Photo Editor to create stunning, high-quality visuals that elevate your brand. With Magic Design, you can instantly transform ideas into polished graphics—perfect for social media posts, product marketing, and maintaining brand consistency.



Learn how to change backgrounds seamlessly, remove distractions, and create clean, professional images that grab attention. Whether you're enhancing product photos or building eye-catching campaigns, this module equips you to design like a pro without expensive tools.

- Instantly generate professional layouts for your photos.
- Enhance images with filters, background removal, and lighting adjustments.

Outcome: You'll confidently enhance images, apply professional effects, and create scroll-stopping visuals for your brand

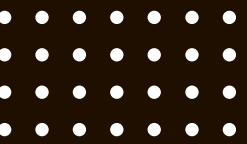


Module 4

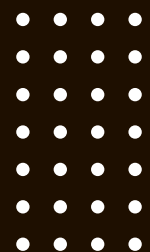
Social Media Posts

Supercharge your online presence with a powerful set of AI tools that help you create and manage content faster:

- Magic Code – Instantly build functional assets like website layouts, interactive calculators, forms, and widgets without writing a single line of code. Perfect for quick landing pages, interactive social media tools etc
- AI Image – Generate scroll-stopping visuals in seconds, from product shots to creative concepts, tailored for your brand's style.
- AI Voice – Add professional, natural-sounding voiceovers for ads, tutorials, or social media reels, making your content more engaging and accessible.



Outcome: You'll design eye-catching social media posts that boost engagement, attract customers, and amplify your brand's voice



Agenda

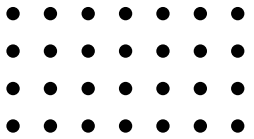
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Week	Date	Activity
Week 1	24th Aug	Pre-Introduction
	25th Aug	Introduction to Program & Platform Setup
	29th Aug	First Session – Module 1
	30th Aug	Second Session – Module 2 + Practical Task 1
	31st Aug	Task Discussions + Business Clinic (Speaker Interactive Session)
Week 2	5th Sep	Third Session – Module 3
	6th Sep	Fourth Session – Module 4 + Practical Task 2
	7th Sep	Task Discussions + Business Clinic
	8th Sep	Course Project Discussion + Task Results Release
	TBA	Official Closing & Award Ceremony



**ALL TASKS ARE
GRADED. CERTIFICATES
GIVEN AT THE END OF
BOOTCAMP**

Key Players: Our Partners



She&Tech



Binads
RC:1792868

LIMITED

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