Welcome

sunshine coast

local networking nights.

Sponsored by: emple

Transmedia Storytelling with AI for Small Business.
by Dr Karen Sutherland

Wednesday, 4th November
5:30 PM | BUDERIM TAVERN



Thank You, Sponsors,

buy local sunshine coast.

Fuckup Nights Sunshine Coast

PARKUP

LB. PHOTOGRAPHY

DHARANA DIGITAL

emple

Breathe

Agenda

5:30 pm	Registration
6:00 pm	Welcome
6:10 pm	Message from Host
6:20 pm	Workshop
7:15 pm	Wrap-Up & Lucky Door Prizes



sunshine coast

local networking nights.

BUDERIM TAVERN - 5:30 PM
FREE NETWORKING EVENT

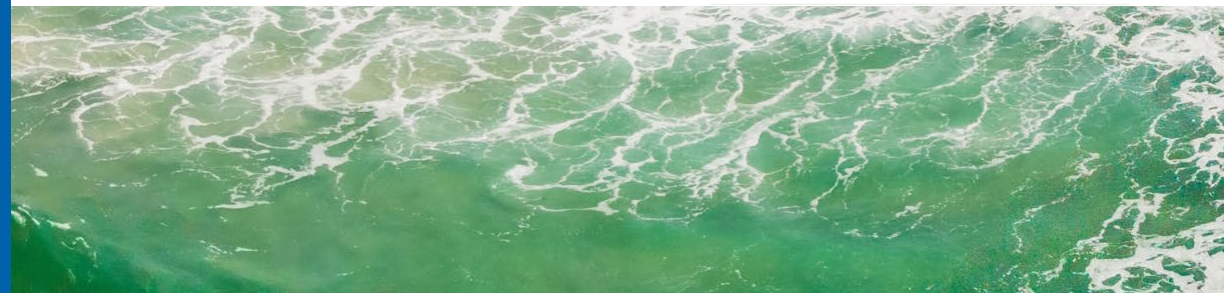
FIRST WEDNESDAY OF THE MONTH

www.buylocalsunshinecoast.com.au/local-networking-nights



This event is made possible by the members of

buy local sunshine coast.



SCAN QR CODE for all the links.

OR EMAIL:

sendmeslides@buylocalsunshinecoast.com.au

You will be added to our newsletter. Getting our weekly networking guide | weekly guide to the weekend | invites and offers from Buy Local Sunshine Coast

You can unsubscribe anytime

love local - support local

buy local sunshine coast.

promote your business for **FREE**

sign up today!

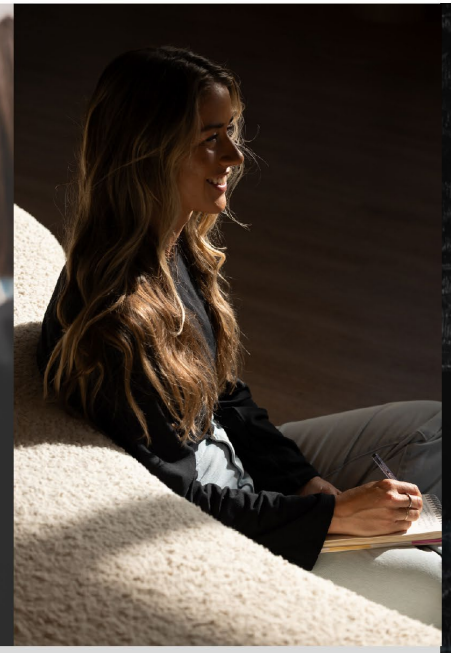
buy local sunshine coast free listing

proudly supported by Sunshine Coast COUNCIL





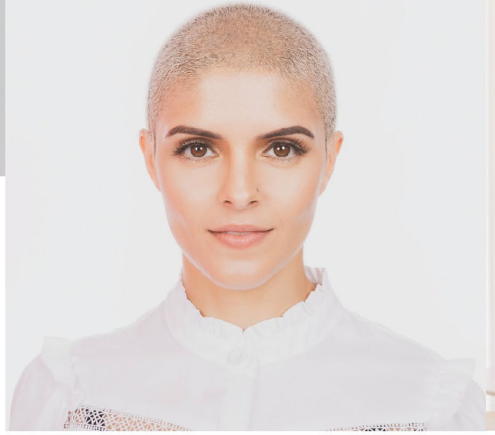






PROFESSIONAL BRANDING

local networking nights.







emple

THE PARTNERSHIP EFFECT

Someone else has your next client.

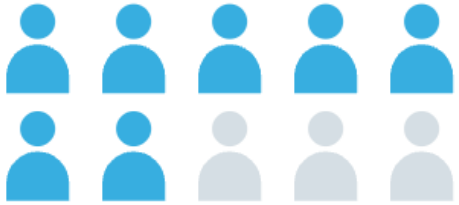


We All Know the Power of Referrals



of B2B buyers start the purchasing process with a referral

Harvard Business Review



7 in 10

SMBs found their adviser through a referral

SMB Navigator Report 2025, Intuit QuickBooks



16% higher

lifetime value from referred clients

Harvard Business Review, 2011



30% better

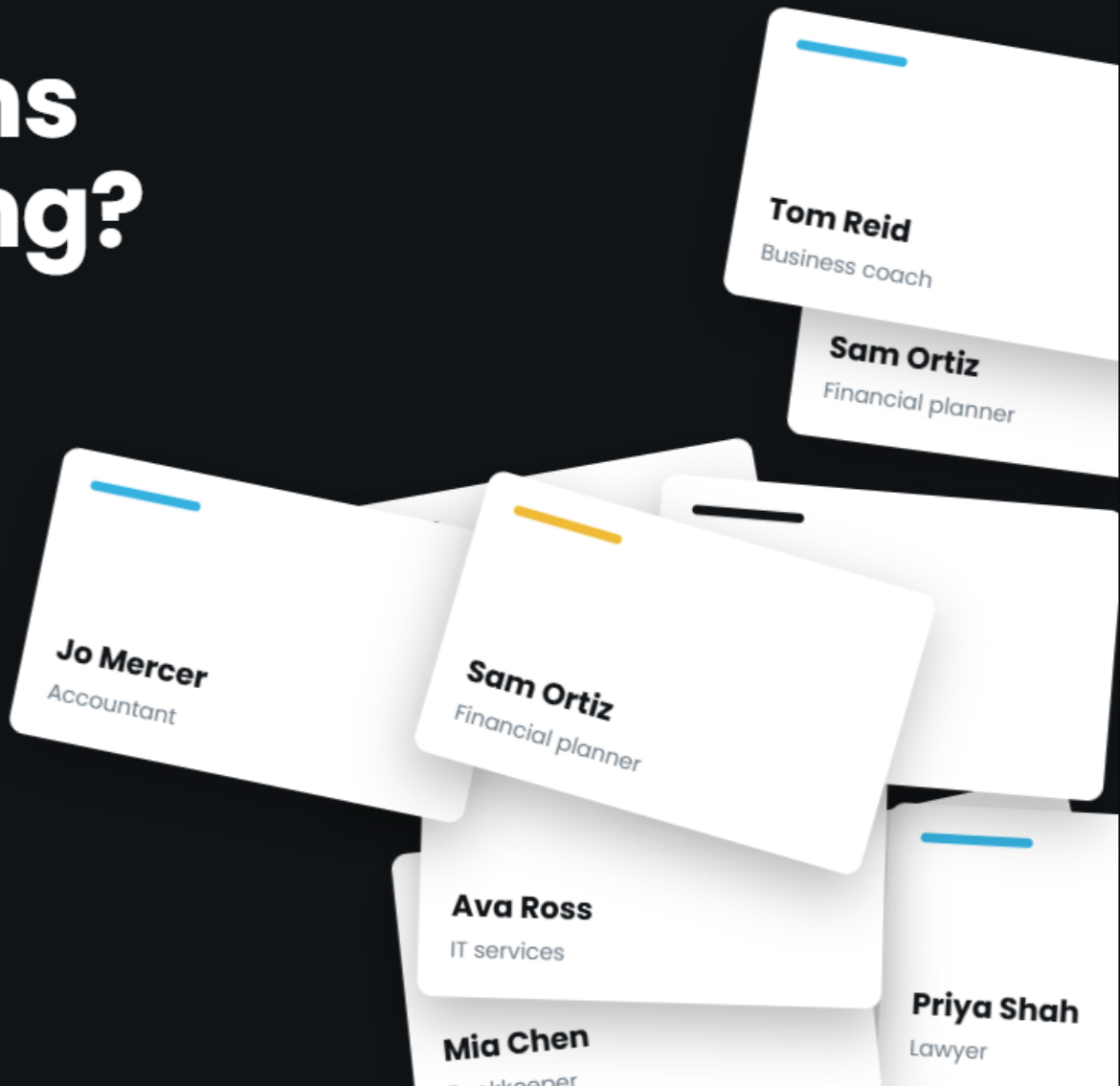
conversion from referral leads

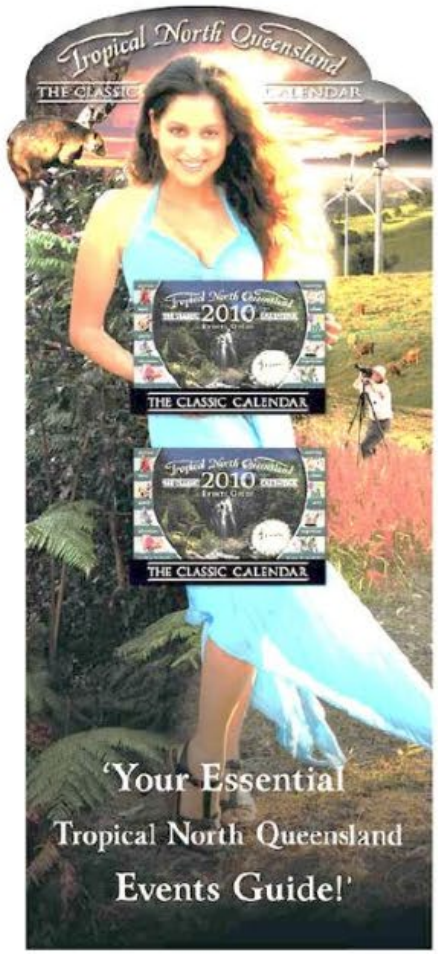
Sales Benchmark Index

BE HONEST

Who has had lots of networking conversations that don't lead to anything?







TROPICAL NORTH QUEENSLAND EVENTS CALENDAR - 2004 TO 2013

Partnered with 15 North Queensland councils.

Councils happily provided us with

- ✓ Money
- ✓ Promotion
- ✓ Credibility
- ✓ Launch facilities
- ✓ Reseller outlets
- ✓ Press releases

"Hailed an international success, with feedback from around the world."
Seven Local News, 17 September 2004

2006 EDITION FINALIST 'Best Non-daily Publication'
2007 EDITION FINALIST 'Best Design for Print over 8 Pages'
2008 EDITION FINALIST 'Best Design for Print over 8 Pages'
2009 FINALIST Calendar Standee - 'Best Billboard'
2010 FINALIST Calendar Mural - 'Best Billboard'



"Hailed an international success, with feedback from around the world."

Seven Local News, 17 September 2004

The system made the magic repeatable.

City of Townsville

Whitsunday Regional Council

MOUNT ISA CITY COUNCIL

TRC TABLELANDS REGIONAL COUNCIL

Cook Shire COUNCIL

TORRES SHIRE COUNCIL

CROYDON

Then media and corporates wanted to partner with us too

WIN CORPORATION

102.3 4TOFM

RADIO 4KZ "Cairns to Townsville & the Gulf"

xstrata

townsville enterprise



"Hailed an international success, with feedback from around the world."

Seven Local News, 17 September 2004

Outcomes beyond our expectations.



Tens of thousands in free advertising

4 times on local TV news

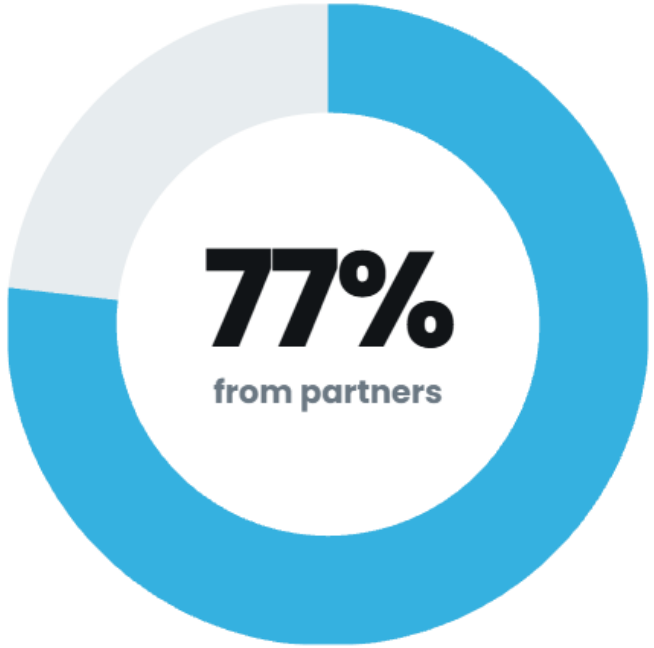
Dozens of radio interviews: 4TO FM, 4KZ, ABC

120+ newspaper articles, and 3 magazines



WE BUILT EMPLE THE SAME WAY

Our business runs on strategic partnerships.



Partner referrals 77.1%

Emple, new clients by source

We have used partnerships to generate

$5M+

25+ years building partnerships ·
100+ businesses served



Partnership Marketing

Our first business coach

From <10 leads a month → **>6,000**

From $0 → **$1M in 18 months**

100% marketing partnerships = **$40K per webinar**, 7-8 per month



Elite Mastermind for Vets: **$288K in one 1-hour webinar**



MARKETING IN SILO

Fishing.

Working every day, in all weather, unpredictable.

PARTNERSHIPS

An orchard.

Plant once, tend it, and the fruit keeps coming.

What partnerships really give you

Far more than leads.



The answer is the system.

From guessing	→ to strategy
From inaction	→ to action
From ad hoc	→ to consistent

> **"You do not rise to the level of your goals. You fall to the level of your systems."**
>
> James Clear, *Atomic Habits*

Unstructured partnerships have a failure rate of up to



Structured partnerships have a success rate of up to



Source: Peter Simoons, "The 80% Rule", based on ASAP (2012)

FREE ONLINE WORKSHOP

From Networking to Partnerships

- Wednesday 11 November 2026
- 11:30am AEST / 12:30pm AEDT
- 90 minutes
- Online via Zoom

emPartner™ SPARK



Partnership Marketing Playbook



Referrals Playbook



Tutorial videos and the revenue calculator

Scan to register

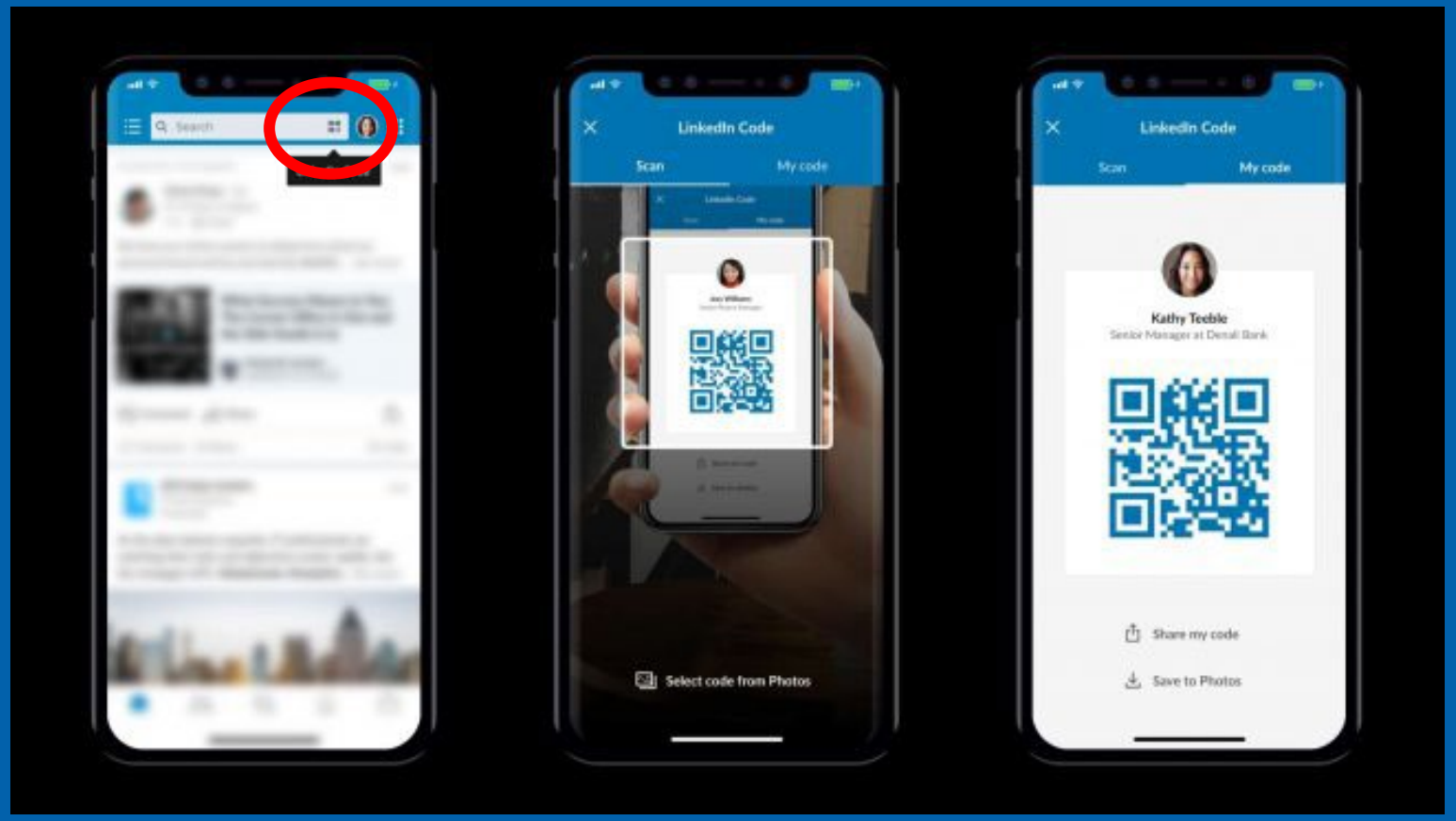
emple.com.au/partnerships

Register for the FREE workshop →

Networking Activity

1. INTRODUCE YOURSELF

2. CONNECT ON LINKEDIN



BUY LOCAL SUNSHINE COAST

Luke Hawley

Chief Executive Officer

Connect. Grow. Thrive.

A community-powered growth platform helping Sunshine Coast businesses be seen, be trusted and be chosen — together rather than alone.

- **20 years in marketing**
- **7.5 years at Procter & Gamble**
- **Marketing lecturer, UniSC**
- **Host, Local Networking Nights**



Let's connect

buylocalsunshinecoast.com.au · 0439 767 618

MEMBERSHIP FOR SUNSHINE COAST BUSINESSES

Free gets you found. Membership gets you promoted.

Advocate

GET PROMOTED

Part of every Buy Local campaign

$19 /month +GST

MOST POPULAR

Promoter

GET REAL REACH

Dedicated campaigns for your business

+ everything in Advocate

$49 /month +GST

Networker

GET KNOWN

Targeted warm introductions

+ everything in Promoter

$99 /month +GST

Scan to join

Start with a free listing

700+ local businesses
marketing together

54,000+ locals
in our Facebook group

3,100+ locals
receive the Buy Local Guides

buy local sunshine coast.

STORY STUDIO NEW

INTRODUCING

Story Studio

A little conversation. A lot to share.

The new app from **Buy Local Sunshine Coast**.

Scan to try the demo

DEMO CODE **BLSCDEMO**

buylocalsunshinecoast.com.au/story-studio



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LB. PHOTOGRAPHY

DHARANA DIGITAL

emple

WORKSHOP

Transmedia Storytelling for Small Business



One connected story.
Different channels.
Customers help shape what happens next.

Dr Karen Sutherland
UniSC and Dharana Digital

What makes a story transmedia?



- **STORY** — A brand story your preferred customers can follow.
- **CHANNELS** — Each channel adds something new.
- **PARTICIPATION** — Your preferred customers can contribute to the story.

What you need to know to do transmedia well



- **A GOAL**
  What exactly are you aiming to achieve with this campaign? Begin with the end in mind.
- **YOUR AUDIENCE**
  Understand your preferred customers' problems, needs, habits, lifestyle etc.
- **CHANNELS**
  The communication channels and features of greatest relevance to your preferred customers.
- **STORYTELLING**
  How to tell a decent story that resonates with your preferred customers.

AI can help with all of these things...

This is what we will do today



01 → **02** → **03** → **04**

Understand the audience

Develop a compelling story

Carve it up across relevant channels with each making a unique contribution

Invite your preferred customer to participate

We will build this together using a business from the room.

Meet our volunteer business



01 | What do you offer?

02 | Who is your preferred customer?

03 | What should this campaign achieve?

04 | Which channels do you already use?

LIVE DEMO

01

Understanding your audience.

Get AI to create a persona of your preferred customer.

Create one audience persona for **[BUSINESS]**, which offers **[PRODUCT/SERVICE]** to **[CUSTOMERS]**.
Our campaign goal is **[GOAL]**.
Include:
Needs and motivations
Frustrations and buying concerns
Stories and information they would value
Channels they use
What would encourage them to participate

Avoid stereotypes and do not make up info.
Keep it under 500 words and cite sources.

We'll use the agreed persona to guide the campaign's story, channels, visuals and audience participation.

LIVE DEMO

02

Choose our story

Which story gives customers a reason to care?

Using our agreed audience persona and business details, develop two distinct campaign stories and generate one storyboard image comparing them.

Give each story a title and its own row of five illustrated scenes:

- Meet the character and their world
- Something sparks a challenge
- The challenge grows
- A turning point changes things
- A satisfying outcome

Use short captions and a consistent visual style.
Make both stories relevant to our audience and campaign goal.

Ask us which story we want to develop, then wait.

LIVE DEMO

Carve it up across relevant channels with each making a unique contribution

03

Build across channels

Using our chosen story and agreed audience persona, generate a visual campaign map showing how the story unfolds across three relevant channels.

For each channel, show:

- The part of the story it tells
- The format, such as a short video, image or article
- The new detail or perspective it contributes

Prioritise channels the business already uses. Give each channel a distinct contribution rather than repeating the same content.

Use illustrated panels, short captions and connecting arrows.

Make each piece understandable on its own while encouraging people to explore the wider story.

LIVE DEMO

04

Let the audience contribute

Invite your preferred customer to participate

Using our agreed audience persona, chosen story and channel map, suggest two simple ways to invite our preferred customer to help shape or extend the story.

For each, show:

- What we would ask them to contribute
- Why they would want to take part
- Which channel we would use
- How their contribution would influence what happens next

Keep participation easy and realistic for this business.

Ask us to choose an option, then wait.

LIVE DEMO

04

Contd.
Let the audience contribute

Invite your preferred customer to participate

Using our agreed audience persona, chosen story and channel map, create one example of campaign content inviting our preferred customer to participate.

Choose one channel from our campaign and produce the content itself in a suitable format.

Speak directly to the persona’s needs and motivations, with a clear, easy action and a reason to participate.

Research the client’s official website and social media to identify their brand voice, visual style and colours.

Apply these to the content.

We started with a goal then used AI to...



01 Understand the audience

02 Develop a compelling story

03 Carve it up across relevant channels with each making a unique contribution

04 Invite your preferred customer to participate



Queensland AI Hub | Sunshine Coast Event

BEFORE THE (Year) TURNs

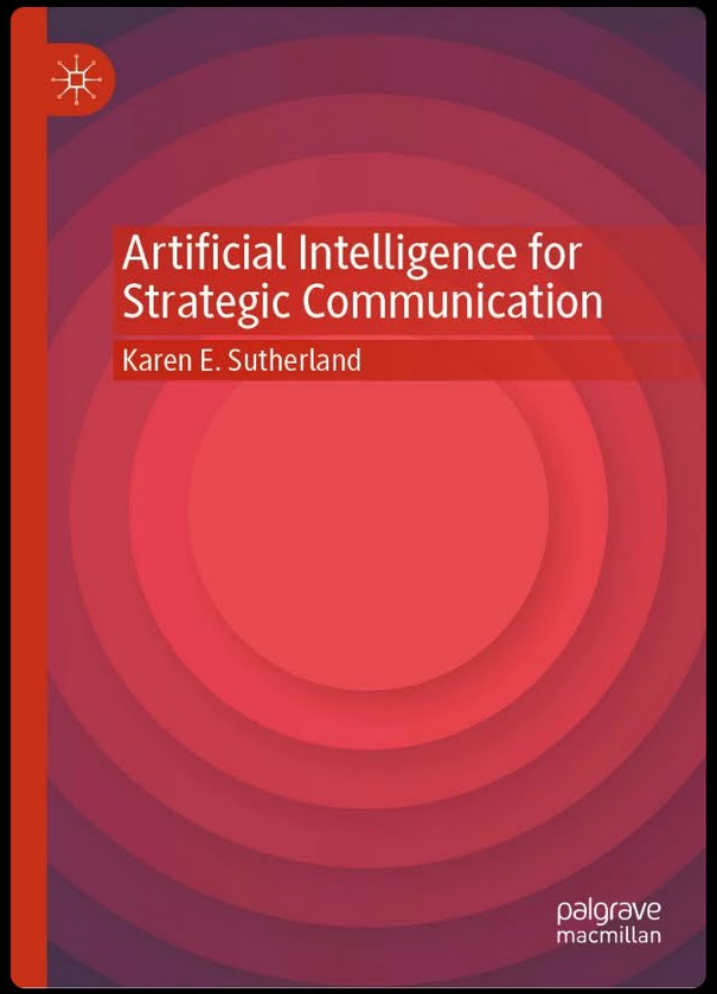
AI REFLECTIONS AND PREDICTIONS WITH CSIRO'S DR STEFAN HAJKOWICZ

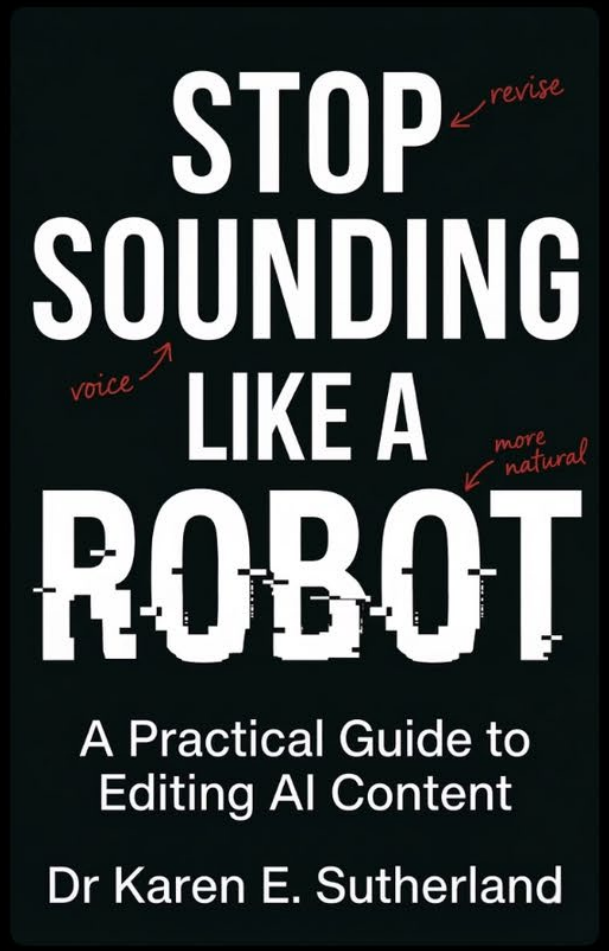
Wed 25 Nov @ 5:30PM

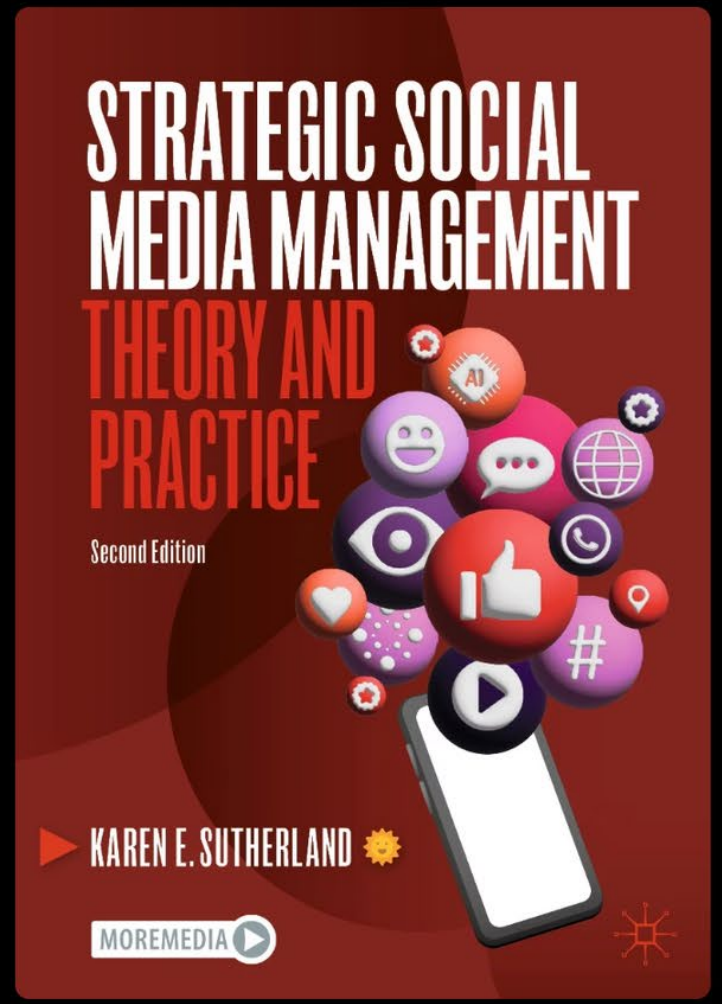
The Wharf Events, Mooloolaba

register now

QUEENSLAND HUB
Sunshine Coast


Artificial Intelligence for Strategic Communication
Karen E. Sutherland
palgrave
macmillan


STOP
revise
SOUNDING
voice
LIKE A
more natural
ROBOT
A Practical Guide to Editing AI Content
Dr Karen E. Sutherland


STRATEGIC SOCIAL MEDIA MANAGEMENT
THEORY AND PRACTICE
Second Edition
AI
KAREN E. SUTHERLAND
MOREMEDIA

AI for Strategic Communication Community



with Dr Karen Sutherland

Join the AI for Strategic Communication Community

Latest AI News	Access FREE Monthly AI webinar	Exclusive Discounts to AI Workshops	Join now

Questions?

Dr Karen Sutherland

UniSC and Dharana Digital

Email: drkaren@dharanadigital.com
LinkedIn: https://www.linkedin.com/in/karenesutherland/
Slides



UPCOMING EVENTS

Missed an event?







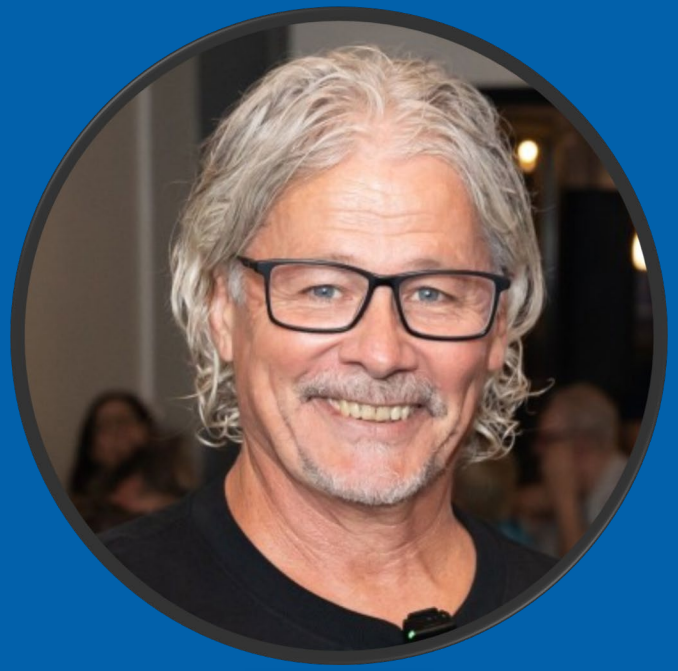


YouTube TikTok

local networking nights.

UPCOMING 2027 EVENTS

sponsorship opportunities available



FEB 2027
Chris Beard



MAR 2027
Candice Harvey



APR 2027
Ben Wright


THE ACCOUNTABLE BOARDROOM®
PLANNING SUMMIT
Friday 11th December 2026
Chris Beard

Fuckup

NIGHTS

Sunshine Coast

Volume 7

Thursday 26th November 6:00 - 8:30PM

NEW VENUE

Northern Ground Sunshine Coast

2/46 David Low Way Maroochydore Queensland Australia 4559

Female Entrepreneurs CLUB

Guest SPEAKER

Tania Porter



TOPIC:

ARE YOU DIGITALLY SAVVY?

FRIDAY 06 NOVEMBER | 11:30AM – 1:30PM | VENUE: CALOUNDRA POWER BOAT CLUB

PARKUP

Don’t let your business run on empty.

FREE ENTRY. FIRST DRINK AND FOOD INCLUDED.

Thurs 12 Nov | **3pm to 7pm** | **Coolum Beer Company**

The tech stack is coming to your business, Park Up.

If you Sell it, Make it or Ship it on the Sunshine Coast, this free arvo is for you.

- Retailers
- Ecommerce Brands.
- Makers
- Manufacturers

See Shopify POS ringing up real sales, Cin7 Core picking and shipping real orders, with app partners also working live in the same environment.

No tech knowledge needed. Just come curious. See Shopify POS and Cin7 Core running live. Grab a drink on us.

PARKUP.TECHWEAVE.CO

BROUGHT TO YOU BY

techweave shopify CIN7

Litecard BRAUZ MEF SUNSHINE COAST pencil. SolBox

PRIME

FIRST TIME IN AUSTRALIA

PRIME LIVE · SUNSHINE COAST · MON 1 TO TUE 2 FEB 2027

GROW YOUR BUSINESS WITHOUT HIRING MORE PEOPLE.

Bring your biggest bottleneck. Leave with AI fixing it.

No tech skills needed.

DAY 1	Install your Business Brain and find your biggest bottleneck.
DAY 2	Actually build the AI that fixes the bottleneck.
YOU LEAVE	With it running in your business.

400+
BUSINESSES RUNNING AI THAT WORKS

$50M+
IN NEW REVENUE GENERATED

50,000+
HOURS GIVEN BACK PER YEAR



ONLY 15
BUSINESS OWNERS

Scan to join the waitlist

primelive.com.au/waitlist

growflow Lottery Daily.ai Forbes BiggerPockets® THE WALL STREET JOURNAL. Inc. WAKE UP WARRIOR

SUNSHINE COAST *Celebrates*



THURSDAY 10TH DECEMBER 2026 | 6.00PM - 8.30PM
YOUR MATES BREWING CO, WARANA

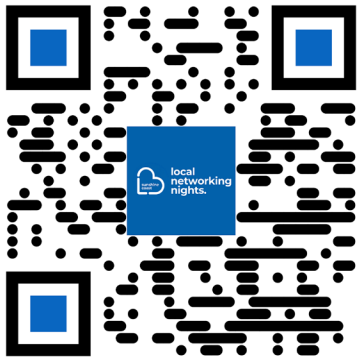
SILICON COAST · 4556 CHAMBER · mooloolaba Chamber of Commerce · Coolum Business & Tourism · TECH Industry Alliance · YOUR MATES · Sunshine Coast Council · SCEIA · Sunshine Coast Business Women's Network · Maroochydore Chamber of Commerce · KAWANA · Sunshine Young Chamber

buy local sunshine coast.

Local Networking Guide

Business events, groups and local connections.

Sunshine Coast · Noosa · Gympie





Connect locally

buylocalsunshinecoast.com.au

Discover local ↗

Google Review

Share your experience with others



Search “local networking nights sunshine coast”