



CLARITY



COMMUNICATE

C4

CONFIDENCE

C4 ATHLETE PATHWAY EDUCATION PROGRAM



CHECK-IN



FOR GYMNASTICS SINGAPORE

Presented by The Brand Builders

Today's menu...

10-10.20am
Introduction to the C4 Program

10.20-10.50am
Faculty Training Session #1
"Understanding and Identifying the Athlete Brand"

10.50-11am
Questions, Answers and Ideas

**Empowering athletes to develop
and communicate their unique
personal brand with purpose and
confidence.**





The Purpose of C4

For Athletes



- Empowered and confident to have a voice
- Develop communication skills
- Connect with opportunities
- Communicating with purpose and carrying messages
- Fulfilling and sustained pathway in sport and life

For Faculty



- Professional development and resources that add to current skillset
- Increased ability to interact with, guide and support athletes
- Input and collaboration on athlete pathway development activities

For Gymnastics Singapore



- Raise the profile of the sport and the athletes in Singapore
- Sustainable education option with practical resources that remain in-house
- Integration of communications and marketing content and activities

Who we are...



**Vickie
Saunders**



**Charlotte
Woods**



**THE
BRAND
BUILDERS**

What we will Create together...



AWARENESS

Athletes will explore and identify their own unique personal brand, and gain an understanding of how they can put their brand to good use!



IDEAS

We'll share and create some fantastic ways that athlete's can communicate their own brands in ways that they enjoy and will benefit them.

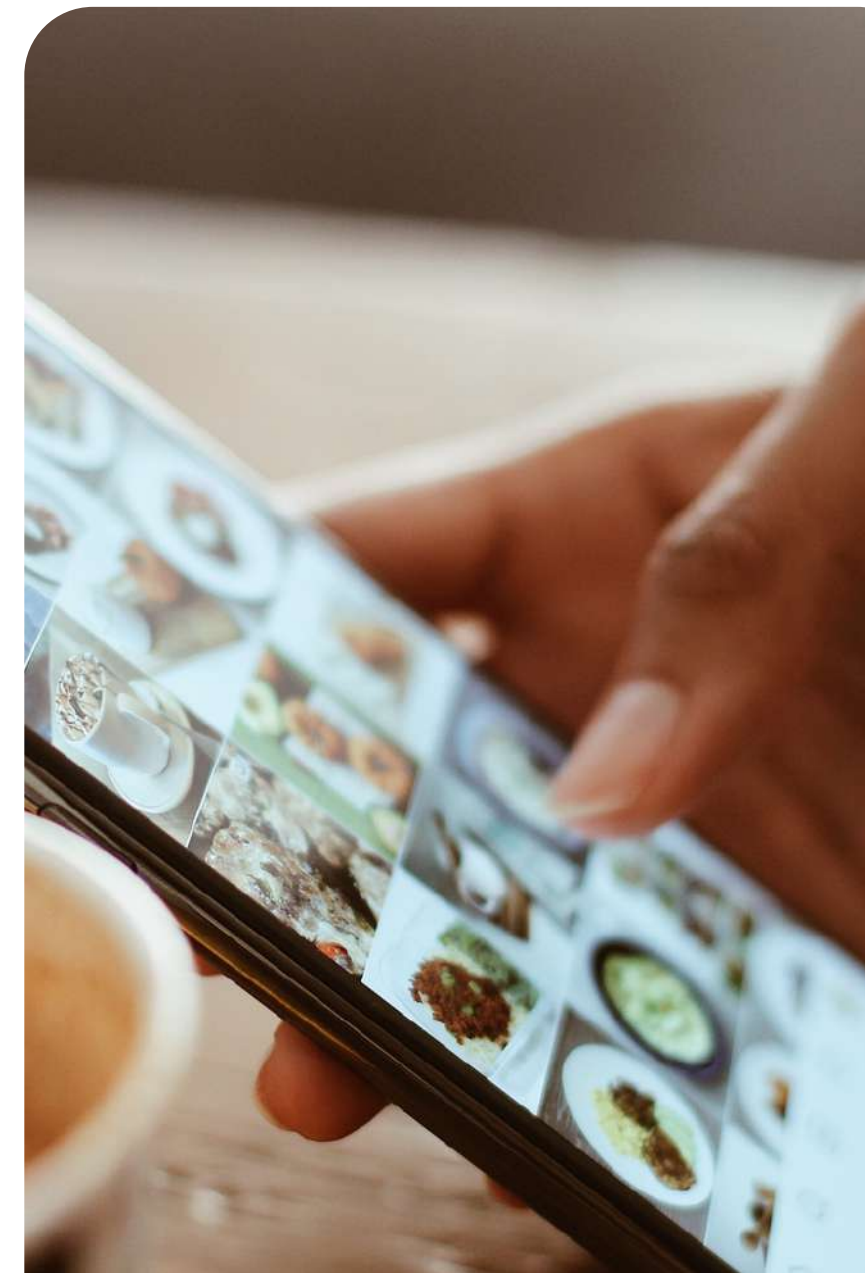
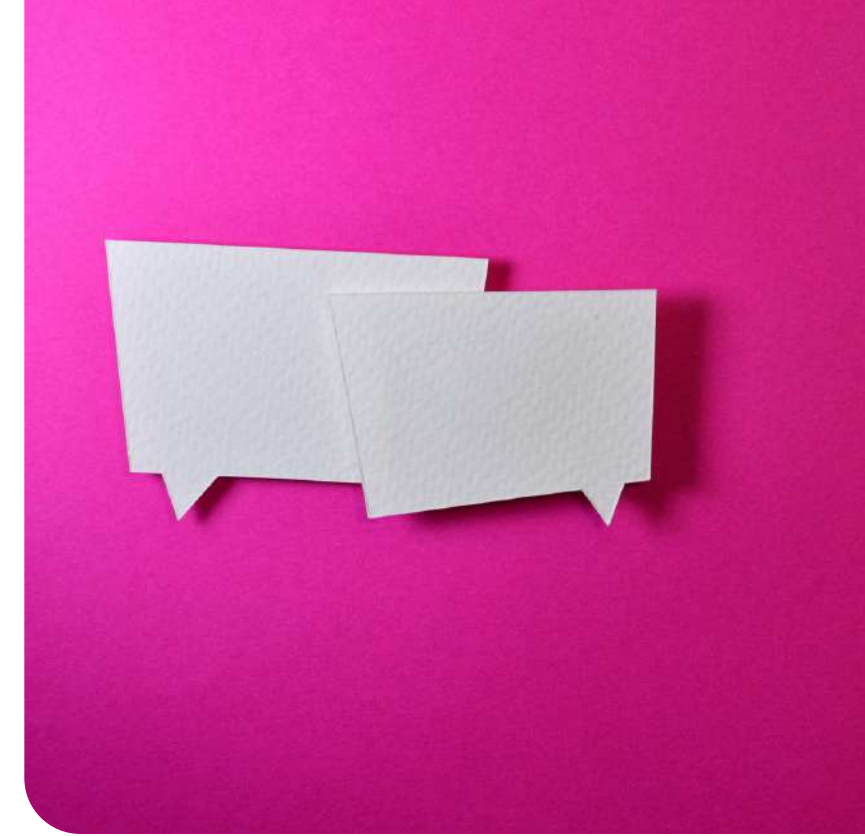


ACTION

Athletes will complete activities and fun challenges that will help them grow confidence and clarity around their own unique brand.

What Athletes will Learn about..

- Social Media
- Media Interviews
- Tell your Story
- Carry a Message
- Know your Values
- Public Speaking
- Share Your Journey
- Grow Your Profile
- Be Known for Something



What we're going to do....



PRE LEARNING

Athletes will be provided with really interesting learning resources such as short videos, blogs, podcasts and tip sheets to help them prepare for each workshop.



WORKSHOPS

In these fun and informative online sessions, our team will share insights, ideas and instructions on a particular topic....and invite athletes to share their thoughts through polls and comments.



GROUP WORK

After each workshop athletes will complete a practical activity in a group work session led by faculty.

SO.... HERE IS OUR PLAN



JAN

**Faculty Training
Workshop #1**

**Athlete Workshop
#1**



FEB

**Group Work
Session #1**

**Faculty Training
Workshop #2**

**Athlete Workshop
#2**

**Planning session
with GS
Marketing**

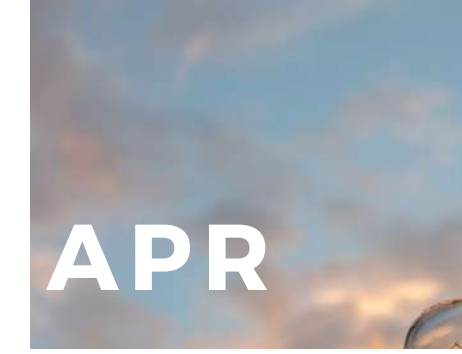


MAR

**Group Work
Session #2**

**Faculty Training
Workshop #3**

**Athlete
Workshop #3**



APR

**Group Work
Session #3**

**Faculty Training
Workshop #4**

**Athlete
Workshop #4**

**Group Work
Session #4**



MAY

**Final Athlete
Workshop -
Check in &
Celebrate**

DATES & TIMES

Month	Date	Time	Who	Activity / Session	Location
January	Saturday, 30 January 2021	12:30-1:30pm	All	Athlete Workshop #1	Zoom & F2F
February	Saturday, 6 February 2021	MAG 12:00-1:00pm RG 1:00-2:00pm	All	Group Work Session #1	F2F
	Saturday, 6 February 2021	WAG 12:30-1:30pm			
February	Monday, 8 February 2021		All	Check-In Email sent by Staff to each athlete	Email
February	Thursday, 18 February 2021	10-10.30am	Faculty	Faculty Training Session #2	Zoom
February	Saturday, 27 February 2021	12:30-1:30pm	All	Athlete Workshop #2	Zoom
March	Saturday, 6 March 2021	MAG 12:00-1:00pm RG 1:00-2:00pm	All	Group Work Session #2	F2F
	Sunday, 7 March 2021	WAG 12:30-1:30pm			
March	Monday, 8 March 2021		All	Check-In Email sent by Staff to each athlete	Email
March	Thursday, 25 March 2021	10-10.30am	Faculty	Faculty Training Session #3	Zoom
March	Saturday, 27 March 2021	12:30-1:30pm	All	Athlete Workshop #3	Zoom
March	Monday, 29 March 2021	10:00-11:00am	TBC	Identify Comms & Marketing opportunities	Zoom
April	Saturday, 3 April 2021	MAG 12:00-1:00pm RG 1:00-2:00pm	All	Group Work Session #3	F2F
	Sunday, 4 April 2021	WAG 12:30-1:30pm			
April	Monday, 5 April 2021		All	Check-In Email sent by Staff to each athlete	Email
April	Thursday, 15 April 2021	10-10.30am	Faculty	Faculty Training Session #4	Zoom
April	Saturday, 24 April 2021	12:30-1:30pm	All	Athlete Workshop #4	Zoom
April	Saturday, 8 May 2021	MAG 12:00-1:00pm RG 1:00-2:00pm	All	Group Work Session #4	F2F
	Sunday, 9 May 2021	WAG 10:00-11:00am			
May	Saturday, 15 May 2021	12:30-1:30pm	All	Final Session - Celebrate and Next Steps	Zoom

Faculty Workshops

Workshop #1 Staff Training

Introduction to what athletes will learn and how to conduct group work activity session #1.

30 mins

Online (Zoom)



Workshop #2 Staff Training

Introduction to what athletes will learn and how to conduct group work activity session #2.

30 mins

Online (Zoom)



Workshop #3 Staff Training

Introduction to what athletes will learn and how to conduct group work activity session #3.

30 mins

Online (Zoom)



Workshop #4 Staff Training

Introduction to what athletes will learn and how to conduct group work activity session #4.

30 mins

Online (Zoom)



Program Wrap Up

Q & A session and pointers on how to continue supporting athletes in their athlete brand journey.

30 mins

Online (Zoom)

Athlete Workshops

Workshop #1 CLARITY

Understand the concept of athlete brand, and what it can do for them. Learn about the elements that make up an athletes brand.

1 hour

Online (Zoom)

Workshop #2 CONFIDENCE

Learn about the different ways athletes can put their brands to use, and the benefits they can gain from this.

1 hour

Online (Zoom)

Workshop #3 COMMUNICATE 1/2

Understand how an athletes unique personal brand can help them create really interesting and meaningful content.

1 hour

Online (Zoom)

Workshop #4 COMMUNICATE 2/2

Athletes learn how to be selective and purposeful in the content they communicate and what it means to have a plan.

1 hour

Online (Zoom)

Workshop #5 CHECK IN

We will all celebrate each athletes achievements in this program, and have a Q&A session for athletes.

1 hour

Online (Zoom)

Faculty led Group Work sessions with athletes

Group Work Session #1

Activity to encourage athletes to explore the concept of athlete brand.

1 -2 hours

Face to face



Group Work Session #2

Athletes will identify the elements that make up their unique brand.

1 -2 hours

Face to face



Group Work Session #3

Athletes will complete a fun process of creating unique and interesting communications content.

1 -2 hours

Face to face



Group Work Session #4

Using their unique content, athletes will choose the ways and reasons why they want to communicate their brand.

1 -2 hours

Face to face

Resources



PRE LEARNING

Learning resources such as short videos, blogs, podcasts and tip sheets to help you gain a working knowledge of the concept of athlete brand, a great starting point!



GUIDEBOOK

The guidebook will be provided in segments which have everything you need to facilitate athlete group work sessions. At the end of the program the guidebook will be compiled as a single PDF.



ELEVATE

At the end of the program we will provide you with access to Elevate, our online learning environment, where you will find a great library of resources to use moving forwards.

Where To From Here



SCHEDULE

Make sure you add all events and activities into your calendar.

It's important that you attend as many sessions as possible for your own professional development and the programs effectiveness.



LEARN

Make use of the fantastic range of resources we'll be providing on the Faculty web page, from podcasts, blogs and videos, through to our text book The Athlete Brand...the more you learn the more you'll enjoy C4!



PREPARE

Make a decision for yourself to bring an open mind, a positive attitude, a willingness to share your thoughts and ideas during the C4 program. Think about what you'd like to gain and to give.