



*Unlock your future
with our hands-on
workshops!*



Discover how your interests can turn into exciting degrees and careers. Join ICMS on campus or invite us to your high school – either way, get ready to explore, learn and create.



Workshops we offer:



Adventure Avenue

International Tourism focus

Students will learn to plan an ideal holiday, focusing on affordability and logistics. Divided into small groups, they'll receive a travel scenario to develop diverse holiday plans using various travel websites. They will create a detailed schedule outlining routes, accommodation, and activities.



Athlete Powerhouse

Sports Management focus

Students will learn crisis management and communication strategies in sports. Divided into small groups, they'll receive a scenario involving sports offences and scenarios. Working together, they will create diverse plans to address the public, team, and media.



Business Basics

Business and Management focus

As part of this exercise, students will learn about SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) and will be provided with a 'cheat sheet' to aid their study. They will then apply their knowledge by conducting a SWOT analysis for an activity, redirecting what they've learnt towards a model cafe scenario, and identifying critical factors that could impact its success.



Entrepreneur Think Tank

Entrepreneurship focus

Students will develop and pitch a product using their creativity and available materials. Divided into small groups, they'll receive a product image and use their imagination to create a product name, use, functionality, and address possible problems.



Event Innovators

Event Management focus

Students will learn event planning and teamwork skills. Divided into small groups, they'll receive a scenario for an event and collaborate to create the best plan. Using posters, collages and run sheets, they will decide on an appropriate theme, time of day, and staffing to satisfy the client's needs.



Fashion Fanatics

Fashion and Global Brand Management focus

Students will participate in a collaborative learning activity focused on the fashion and retail industries. Working in small groups, they will develop a customer persona by analysing key factors such as demographics, lifestyle, and fashion preferences. This exercise will help them understand how to tailor products and marketing strategies to specific audiences.



Marketing Masterminds

Marketing focus

Students will learn to create effective social media strategies for local businesses. Divided into small groups, they'll brainstorm and design a visual board with themes and ideas for potential posts. They will develop a weekly social media posting plan, using images from the business's website, ensuring a consistent theme and rebranding strategy.



Locations:

- At the ICMS Northern Beaches Campus in Manly – Experience our vibrant student life firsthand
- At your high school – We bring the workshop directly to you

How to sign up for a workshop:

Contact us at start@icms.edu.au

Spaces are limited – reserve your spot today!

