



PROFILE

Cajetan Barretto is a certified trainer, public speaker, behavioral assessor, and a passionate Toastmaster.

He works as a Group Manager – Project Management Office at Al-Sayer Holding, based in Kuwait.

Cajetan joined Toastmasters in August 2017 and in a short period has completed CC, CL (4 Times), ALB, Club Sponsor, Club Mentor, 5 Paths in the Pathways education system and is currently pursuing Path#6. He served as Club President, VP-Education, Area Director and Division Director for District 20 (serving Kuwait and Bahrain). Cajetan achieved Distinguished Toastmaster status in June 2020. Cajetan was awarded the prestigious **District Toastmaster of the year** for 2018-2019 during DTAC 2020.

CONTACT

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MY SOCIAL LINKS



<https://www.instagram.com/duststormq8/>



<https://www.youtube.com/c/TechforToastmasters/>

Creating Brand Communication with CANVA

(23rd Oct 2021. D57, 90 Minutes)

CAJETAN BARRETTO

Distinguished Toastmaster

(EC, LD, DL, TC, PM)

WHY?

All branded communication helps strengthen our relationship with our target audience. The Toastmasters International brand is a singular identity that should always reflect the core attributes of our organization's personality.

When we create a poster or a newsletter or any communication, it should create a unified message to the audience whether it is created by a club or district.

TARGET AUDIENCE

VP-Public Relations of Clubs, Areas, Divisions and Districts and members who are keen to understand the design language of Toastmasters.

SESSION OBJECTIVES

1. Introduction to CANVA (15 Minutes)

Creating Brand Kit and choosing right design size for your project

2. Mapping the TI design elements to CANVA (30 minutes)

Introduction to CANVA colors, fonts, shapes, elements, and photos.

3. Editing (30 Minutes)

Align, Group, Ungroup, Rotate, Transparency, Gradients, Multiple Pages

4. Question & Answer session (15 Minutes)