



Communications Committee

Content Creation

Communications Chair Centralized Training

Module 4

2026-09-23

Presenter: Franco D'Atri

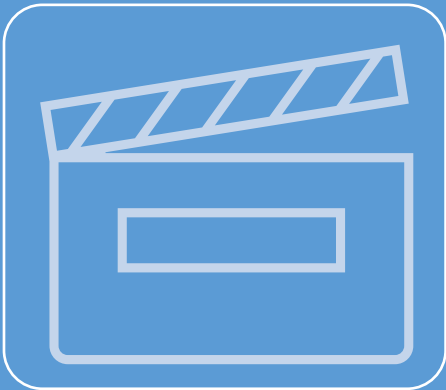
Agenda



Communications Committee



Canva



Loom



Canva

Projects > ASHRAE

ASHRAE ★

Look in the folder

Guy ▾

Latest editions ▾

Beyond GWP
2000 x 250... • Edited 20 day...

Copy of News 69 English
A4 • Edited 1 month ago

Future Forward: Business G...
2100 x 297... • Edited 1 mont...

Join ASHRAE! (256 x 512px)
256 x 512... • Edited 2 months...

Caption
Document... • Edited 2 mont...

Qualification
2000 x 12... • Edited 4 mont...

regional dinner
2000 x 17... • Edited 4 mont...

Sponsorship
210 x 297 ... • Edited 5 month...

ASHRAE Night 25
1500 x 20... • Edited 7 mont...

ASHRAE Students
15 x 20 ... • Edited 8 months ...

Discounts and Scholarship...
2000 x 16... • Edited 9 mont...

Refrigeration copy Wednes...
2000 x 25... • Edited 9 mont...

Call for Nominations

ASHRAE Argentina Chapter
¡Visita nuestro stand!

ASHRAE Argentina Chapter
ASHRAE Night 25

ASHRAE Argentina Chapter
MP Meetings

ASHRAE Argentina Chapter
Florida Leadership Forum

Main topics



Communications Committee

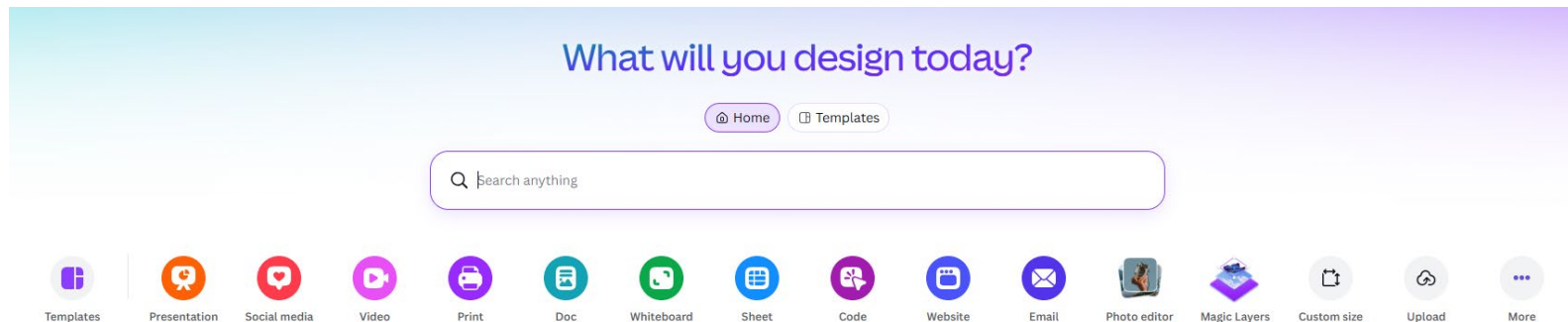
- Overview of Canva
- Features available on the free version
- Canva Pro — advanced tools
- ASHRAE templates on Marketing Central
- Live exercise: let's design together



What is Canva?

Canva is a web browser based visual design platform that lets anyone create professional content.

- No design skills needed
- Fast and efficient (Drag and drop interface)
- Brand consistency
- Free! (Pro version available)



What you can do with Canva for ASHRAE

- Social Media posts
- Flyers for events, meetings, etc.
- Email design
- Presentation slides
- Reports
- Certificates and recognition plaques
- Newsletters
- Videos
- And more...

Features available on the free version

What you can get with the Free plan

- Use templates
- Use photos, graphics, icons, videos
- Use different fonts and colors
- Collaborate with team members
- Storage (up to 5Gb)
- Devices (web, IOS and Android)

Canva Pro — advanced tools



Communications Committee

Canva Free vs Canva Pro (10 USD/month)

5 key differences to help you choose the right plan

	Canva Free	Canva Pro
1  CONTENT LIBRARY Access to photos, videos, graphics and templates	 Limited access to free content	 Unlimited access to 100M+ premium photos, videos, graphics and templates
2  PREMIUM FEATURES Advanced tools and exclusive features	 Limited features (basic tools only)	 Access to premium features like Magic Resize, Background Remover, Brand Kit and more
3  BRAND KIT Keep your brand consistent with logos, colors and fonts	 Not available	 Brand Kit included Save logos, colors, fonts and apply your brand in one click
4  COLLABORATION Work with your team seamlessly	 Basic collaboration (invite and comment)	 Advanced collaboration Real-time teamwork, assign tasks, and manage permissions
5  STORAGE Space for your designs and assets	5 GB of cloud storage	1 TB of cloud storage



Bottom line: Canva Free is perfect to get started. Canva Pro unlocks the full power of Canva with premium content, advanced tools and more flexibility.

Canva

ASHRAE templates on Marketing Central



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Search: "Marketing"



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ASHRAE
Acronym Guide



Presentations



ASHRAE
President



ASHRAE
Branding Guide

Resources To Use | categorized by type

[Logos](#) [Forms](#) [PDFs](#) [Presentations](#) [Templates & Graphics](#) [Toolkits](#) [Tradeshows](#) [Videos](#) [Virtual Backgrounds](#)

TEMPLATES

[Generic ASHRAE PowerPoint](#)

[ASHRAE Letterhead](#)

Templates and Tools for Chapters

- [Templates and Tools for Chapters](#)
- [Membership Promotion Resources](#)

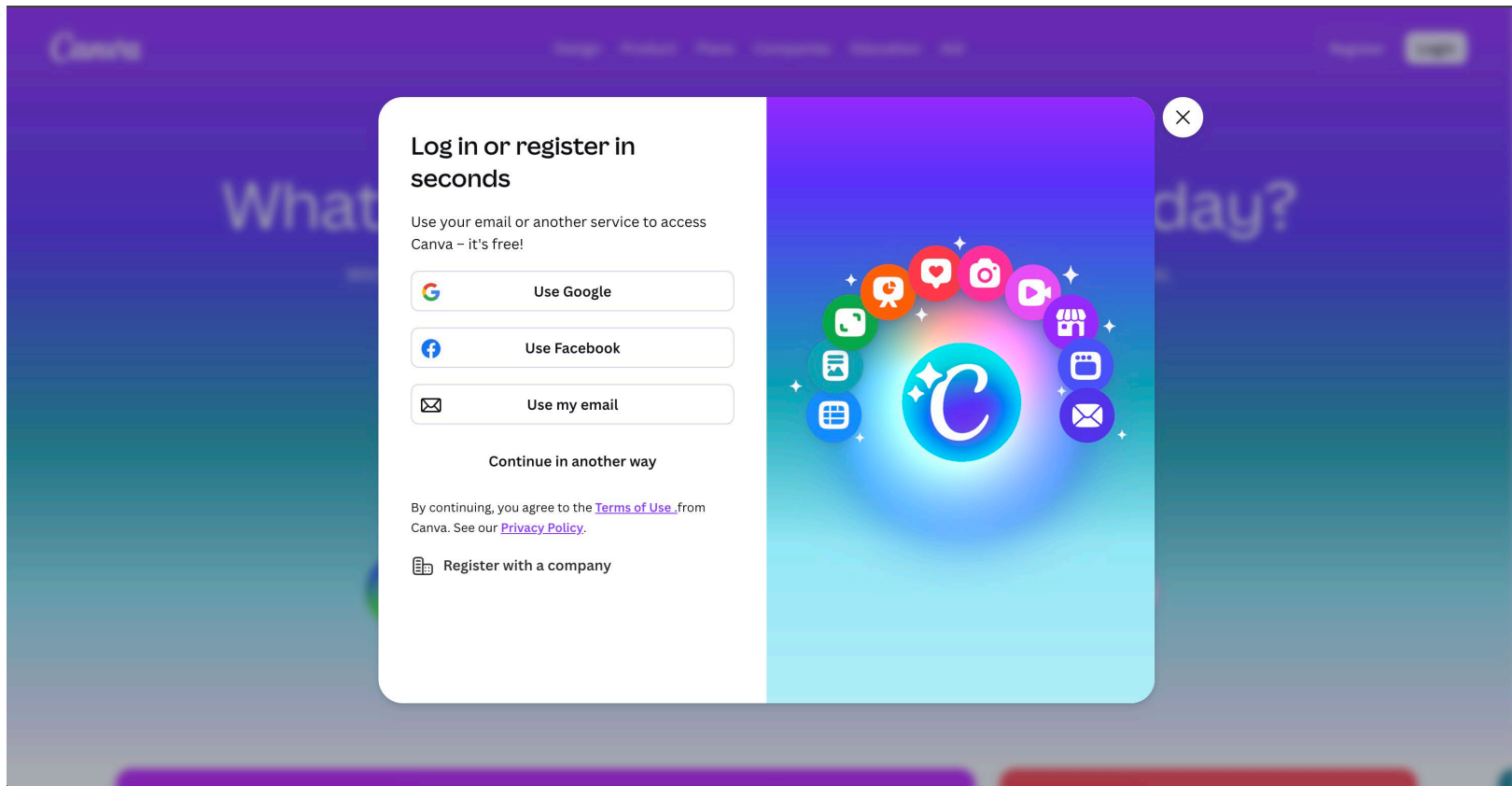
Free Canva Templates

Free Canva templates enable your Region or Chapter to have professional-looking graphics. Simply edit the designs to suit your needs. A free Canva account is required. Need more information? ASHRAE Communications Committee has a [video tutorial](#) on how to use Canva or you can learn more about using templates here. If you have questions or encounter issues, email [ASHRAE Marketing](#) and we'll be happy to assist.

- [Chapter Meeting](#)
- [Chapter Newsletter](#)
- [Email Header](#)
- [Golf Outing](#)
- [Happy Hour](#)
- [Upcoming Tour](#)
- [Presentation](#)
- [Tech Session](#)
- [Virtual Meeting](#)
- [YouTube Cover Image](#)
- [Introducing New Leadership](#)
- [Member Graphic for Social](#)

Live exercise: let's design together

If you don't have an account go to canva.com and sign up with your email. It's free.





Loom

Record & Share Videos with Loom



Communications Committee

Easy Video Messaging

- ✓ Record your screen, camera, and audio
- ✓ Create training videos, updates, and announcements
- ✓ Share instantly with a link
- ✓ No editing expertise required
- ✓ Helps members stay informed without additional meetings



A quick video can often communicate more clearly than a long email.

Using Loom for Engaging Communication



Communications Committee

Communications Committee Office Hour

- Hear ASHRAE member Niss Feiner discuss Loom, an easy-to-use video messaging platform.
- Learn how to create and share videos to communicate more effectively with ASHRAE members, colleagues, and clients.
- Discover a simple, interactive way to enhance your communication and collaboration.

The event poster is divided into two main sections. The left section has a blue background with the ASHRAE logo and "Communications Committee" at the top. Below this, the title "Learning Loom" is written in large white letters, followed by the date and time "Wednesday, April 26 11:00 AM - 12:00 PM E". At the bottom, it says "Hosted by: Niss Feiner, C.E.T., CHD" in white text on a lighter blue background. A large red play button icon is centered over the text. The right section of the poster shows a woman wearing a headset and smiling while working on a laptop. A QR code is located in the top right corner of this section.

ASHRAE
Communications Committee

Learning Loom

Wednesday, April 26
11:00 AM - 12:00 PM E

Hosted by:
Niss Feiner, C.E.T., CHD

Watch at <https://www.ashrae.org/OfficeHours>

Next Up



Communications Committee

Module 5: Websites