

Calendar of events

January – February 2009 workshops

Considering a business

Tuesday 13 January 2009 – FREE – 9.00am - 11.30am

This seminar will cover the key issues you should consider before commencing a business. You will be provided with the opportunity to hear from a variety of subject matter experts such as accountants, solicitors and business owners.

You will be provided with a take-home Research Workbook at the conclusion of the seminar, which will assist you in making your business decision.

The Considering a business seminar is designed to give potential business owners an overview of the important factors to consider before starting or buying a business for the first time.

Planning for success

Wednesday 21 January 2009 – \$44 – 6.00pm - 9.00pm

This three-hour workshop is designed to give you the knowledge and skills you will need to plan for and improve your business.

The workshop will give you an opportunity to work through the Business Process Planning Model and to determine what you will need to include in your business plan.

Smart marketing

Tuesday 10 February 2009 – \$44 – 6.00pm - 9.00pm

This three-hour workshop covers the one area of business that can dramatically increase sales, gain market share from competitors and have a business recognised in the commercial world, and that is marketing.

You will develop marketing strategies to grow your business and discover how to implement these strategies with a minimum of fuss.

E-Commerce – How to get the most from your website

Wednesday 18 February 2009 – \$44 – 6.00pm - 9.00pm

If you currently have a website but want to use it more effectively without spending a lot of money, this workshop will offer marketing strategies as well as other simple tips to make your website work more successfully.

E-commerce – How to be seen in search engines

Wednesday 25 February 2009 – \$44 – 6.00pm - 9.00pm

This workshop is for those who want to know more about the art and science of search engine optimisation. You will gain an understanding of the major contributing factors of ranking a website in an algorithmic search engine.

All workshops are being held at:

The Department of Tourism, Regional Development and Industry
Sunshine Coast Regional Centre
Level 2
12 Innovation Parkway
Birtinya

To register:

Fill out the registration form on the back of this flyer and

fax to: **07 5437 1310** or

call: **07 5437 1300** or

email: **sunshine.coast@dtrdi.qld.gov.au**

