

Back to Business Basics

Re-acquaint yourself with the keys to business success



This workshop program is being held in conjunction with Redland City Council and Redland City Chamber of Commerce and will conclude with a free networking event in April 2009 to celebrate business participation.

Defining your business

Do you know what business you're really in? Who are your customers? Where do you find them?

Find out what your real business is by attending a three-hour workshop that is designed to give you the knowledge and skills you will need to define your business and improve your business outcomes. The workshop will give you an opportunity to develop your action plan to do business better.

Who should attend?

- business operators who need to re-examine their business through the eyes of their customers
- people who have recently purchased or started a business and need to define what their business really does.

Date: **Wednesday 11 February 2009**

Time: 6pm – 9pm

Venue: Legends Bar, Redlands RSL, 8 Passage Street, Cleveland

Cost: \$44 incl GST*

Managing for profit

This interactive workshop uses a case study to analyse key financial elements of a business. Business operators who have recently purchased or started a business will learn how to:

- monitor business performance
- calculate financial equations
- improve business practices.

Date: **Wednesday 11 March 2009**

Time: 6pm – 9pm

Venue: Legends Bar, Redlands RSL, 8 Passage Street, Cleveland

Cost: \$44 incl GST

Smart marketing

This workshop is designed to raise awareness of basic marketing practices that can be implemented in your business to achieve positive results. Aimed at new and existing business owners, this presentation will provide you with the skills to successfully sell your message and products to potential customers.

Topics covered include:

- increasing profit by increasing sales
- prospecting for new customers by identifying your customers' buying motives
- identifying the business risk of discounting
- realising the importance of customer service in retaining customers.

Date: **Wednesday 25 February 2009**

Time: 6pm – 9pm

Venue: Legends Bar, Redlands RSL, 8 Passage Street, Cleveland

Cost: \$44 incl GST*

Planning for success

Do you have a plan for your business? Do you know how to measure your business' success?

A successful enterprise starts with a detailed plan of how it will conduct its business. 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.

Date: **Wednesday 25 March 2009**

Time: 6pm – 9pm

Venue: Legends Bar, Redlands RSL, 8 Passage Street, Cleveland

Cost: \$44 incl GST*



Registration form

Please ensure completed registration forms are received by fax or post no later than three days prior to the workshop/ seminar you wish to attend.

Registration Information

First name (Mr/Mrs/Miss/Ms)	Surname
Position title	
Additional attendees (name and title)	
Business name	
Brief description of your business	
Street address	
Postal address	
State	Postcode
Web address	
Telephone	Facsimile
Email	Mobile

Workshops/Seminars

Please tick:

- | | |
|--|-----------------|
| <input type="checkbox"/> Defining your business – Wednesday 11 February 2009 | \$44 incl GST* |
| <input type="checkbox"/> Smart marketing – Wednesday 25 February 2009 | \$44 incl GST* |
| <input type="checkbox"/> Managing for profits – Wednesday 11 March 2009 | \$44 incl GST* |
| <input type="checkbox"/> Planning for success – Wednesday 25 March 2009 | \$44 incl GST* |
| <input type="checkbox"/> Enrol me in all 4 workshops | \$150 incl GST* |
| <input type="checkbox"/> Networking event – 1 April 2009 | FREE |

OFFICE USE ONLY

Payment method

Do not complete payment details if the seminar/workshop is stated as free.

Tax invoice: Where an individual registration is less than \$1,000 (incl. GST*) this document becomes a tax invoice for GST purposes upon completion of payment. ABN 97 406 359 732

Cheque* Money order* Visa MasterCard

*Cheques and money orders to be made out to Department of Tourism, Regional Development and Industry

Please note Amex and Diners Cards are not accepted.

Please charge my credit card for the amount of \$ _____

Card no.

ccv** : **cvv is the last three digits on the signature panel at the back of your card

Name on card (print) _____ Expiry date / /

Cardholder signature _____ Date / /

Confirmation will be sent to you upon booking for a workshop or event.

Department of Tourism, Regional Development and Industry
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SPRINGWOOD QLD 4127

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Facsimile: 07 3808 9759

The Department of Tourism, Regional Development and Industry is collecting information, including personal information, on this form for the purpose of registration to attend business workshops and seminars run by the Department's Regional Centres. The information on this form will not be disclosed to any third parties, unless authorised or required by law. Workshops may be cancelled if registration levels are not met. You will be notified by a Regional Office of alternatives available to you.