

Get Back to Business Basics

The best way to deal with challenging financial times

This workshop program is being offered by the Australian Centre for Lifestyle Horticulture in conjunction with the QLD Department of Employment, Economic Development and Innovation. Attend selected workshops or gain maximum benefit by registering for all six at the discounted rate. The series will conclude with a free networking event 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. Re-examine your business through the eyes of your customers!

Date: Tuesday 26 May 2009
Time: 4pm – 7pm
Venue: DPI, 26 Delancey 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
- how to prospect for new customers
- identifying the business risk of discounting
- the importance of customer service.

Date: Tuesday 9 June 2009
Time: 4pm – 7pm
Venue: DPI, 26 Delancey 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 will learn how to:

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

Date: Tuesday 23 June 2009
Time: 4pm – 7pm
Venue: DPI, 26 Delancey Street, Cleveland
Cost: \$44 incl GST

Managing your Cash

Do you know what impact your financial decisions will have on your business? Do you know when to make those decisions?

This 3 hour workshop is designed to give you the knowledge and skills you will need to forecast and manage your cash flow to ensure you make the best business decisions and effectively manage your cash resources.

Date: Tuesday 7 July 2009
Time: 4pm – 7pm
Venue: DPI, 26 Delancey 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. Work through the Business Process Planning Model and identify what you need to include in your business plan.

Date: Tuesday 21 July 2009
Time: 4pm – 7pm
Venue: DPI, 26 Delancey Street, Cleveland
Cost: \$44 incl GST

Managing customer service

Have you ever thought about where your customers come from and where you can get more? Do you know if your customers are happy with your service?

This 3 hour workshop is designed to give you the knowledge and skills you will need to improve your services to meet your customer's needs. Make real improvements to your business by developing a Customer Service Action Plan.

Date: Tuesday 4 August 2009
Time: 4pm – 7pm
Venue: DPI, 26 Delancey Street, Cleveland
Cost: \$44 incl GST

Registration Form

Details

Business name

Nature of business

Contact name (Mr / Mrs / Miss / Ms).....

Position

Street address State..... Postcode.....

Postal address State..... Postcode.....

Telephone Facsimile.....

Email Website.....

Workshop

 I/we would like to attend the following workshop(s) on the following scheduled date(s):

- | | | | |
|--------------------------|-----------------------------|-------------------|----------------|
| <input type="checkbox"/> | Defining Your Business | Tue 26 May 2009 | \$44 incl GST |
| <input type="checkbox"/> | Smart Marketing | Tue 9 June 2009 | \$44 incl GST |
| <input type="checkbox"/> | Managing for Profits | Tue 23 June 2009 | \$44 incl GST |
| <input type="checkbox"/> | Managing your Cash | Tue 7 July 2009 | \$44 incl GST |
| <input type="checkbox"/> | Planning for Success | Tue 21 July 2009 | \$44 incl GST |
| <input type="checkbox"/> | Managing customer service | Tue 4 August 2009 | \$44 incl GST |
| <input type="checkbox"/> | Enrol me in all 6 workshops | SAVE \$44 | \$220 incl GST |

Payment details

Please indicate method of payment

- Cheque Visa Mastercard

PLEASE NOTE: AMEX AND DINERS ARE NOT ACCEPTED

Please charge my credit card for the amount of \$

Card number:

Cardholders name (please print):..... Expiry Date: / /

Cardholder Signature: Date: / /

Please fax your registration form to: 07 3808 9759

or scan and email to: sdcsouthside@dtrdi.qld.gov.au