

Practical E-Business Workshops for Small Business

provided by industry experts – CleverLink

Your business may or may not already have a Web site, but e-Business is so much more than having a Web presence! There are many other ways to attract more business via the Internet.

The CleverLink Connect 700 in 70 seminars and workshops can provide you with effective ideas to consider when registering domain names, taking your business online and conducting marketing online. We also provide tips and strategies on how to build business relationships via social networks – so you can sell more via this FREE media. We will show you how to promote your business online, attract more people to your Web site and convert browsers into buyers.

Don't miss our power packed sessions designed to help you succeed online and get the most out of the Internet. Come to our seminars and workshops and you will save both time and money!

FREE courses held in Queanbeyan and across Canberra

REGISTER ONLINE NOW at www.cleverlinktraining.com.au or FAX this form back to us.



Are you a small or home based business?

Would you like to:

- ✓ INCREASE customer base
- ✓ REDUCE marketing costs
- ✓ OPTIMISE website effectiveness
- ✓ SIMPLIFY administrative processes
- ✓ IMPROVE ordering processes
- ✓ SELL on a global NETWORK
- ✓ ACCEPT secure payments ONLINE

If you answered "YES" to any of the above then the new **FREE** CleverLink Connect 700 in 70 training program is for YOU!

Eligibility: To be eligible to attend our FREE seminars & workshops, your business must have an ABN and be a small or home based business (20 people or less).

Our Trainers

All CleverLink Connect 700 in 70 trainers

- ✓ are QUALIFIED, HIGHLY EXPERIENCED and SKILLED at providing training to people of all levels of understanding of e-Commerce
- ✓ KNOW their subject matter
- ✓ ADAPT each session to ensure that case studies and examples are RELEVANT to those in the class
- ✓ TAKE THE TIME to get to know their audience
- ✓ Receptive to FEEDBACK ... and fun company too!

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An Australian Government Initiative



Eligibility: Your business must have an ABN and be a small or home based business (20 people or less).

There are many other seminars & workshops on offer. Register at www.cleverlinktraining.com.au or fax to 02 4284 0632

This is an Australian Government funded initiative under the Small Business Online Program.




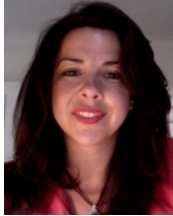
Our Services

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Printing - Consulting

Visit us: <http://www.cleverlink.com.au/>

Email us: training@cleverlink.com.au

Phone: 1300 721 837 Fax: 02 4284 0632

DATE & VENUE	SEMINAR / WORKSHOP NAME	PRESENTERS	
<p>10.00am – 1pm Thursday 14th October 2010</p> <p>VENUE <i>Pavilion On Northbourne,</i> 242 Northbourne Avenue, Dickson</p> <p>CODE CM1S1N1</p> <input data-bbox="148 846 209 913" type="checkbox"/>	<p>OFFICIAL PROGRAM LAUNCH in CANBERRA Powerful and Profitable Business: Why online is a MUST for small business</p> <p>Your business may or may not already have a Web site but e-business is so much more than having a Web presence!</p> <p>There are many other ways to attract more business via the Internet. This seminar aims to provide you with effective ideas to consider when taking your business online - and if you are already online – we will show you successful ways to engage your customers.</p> <p>Training is FREE and you will have an opportunity to network with other small businesses. Refreshments provided! (valued at \$500 but offered FREE)</p> <p>Suitable for: Zone A, B, C, F (see page 4 for details)</p>	 <p>Camtu Pham Master of Commerce, B. Com Science. Author, Sydney Business Woman of the year (2005). e-Business consultant with 16 years experience in IT & marketing.</p>	 <p>Francine Bishop Master of Project Management and Post Graduate Degree in Business Management. Francine is an author, small business coach & social media expert with 15 years experience.</p>
<p>2pm – 5pm Thursday 14th October 2010</p> <p>VENUE <i>Pavilion On Northbourne,</i> 242 Northbourne Avenue, Dickson</p> <p>CODE CM1S2N1</p> <input data-bbox="148 1339 209 1406" type="checkbox"/>	<p>Need Extra Business? 7 Easy Ways to find more customers through the Internet</p> <p>These days, everyone goes online to search for what they need. Is your business coming up in search results?</p> <p>This seminar will help you review your Web site and start work on your online strategies to attract and convert more prospects into long term clients. We will demonstrate the power of social networks, pay per click methods and identifying strategies to pull customers to your site.</p> <p>Training is FREE and you will have an opportunity to network with other small businesses. Refreshments provided! (valued at \$500 but offered FREE)</p> <p>Suitable for: ALL ZONES</p>	 <p>Francine Bishop Master of Project Management and Post Graduate Degree in Business Management. Francine is an author, small business coach & social media expert with 15 years experience.</p>	
<p>9.30am – 1pm Wednesday 20th October 2010</p> <p>VENUE <i>Pavilion On Northbourne,</i> 242 Northbourne Avenue, Dickson</p> <p>CODE CM2W1N1</p> <input data-bbox="148 1865 209 1933" type="checkbox"/>	<p>7 Steps to set up and develop a successful business Web site</p> <p>Whether you are starting up a new business or run a well-established organisation, a professional and functional Web site will bring you advantages no other tool can!</p> <p>This seminar aims to help you understand what you need to know, or have, in order to build an effective Web site that suits your goals & budget.</p> <p>Training is FREE and you will have an opportunity to network with other small businesses. Refreshments provided! (valued at \$500 but offered FREE)</p> <p>Suitable for: Zone A, B, C, F</p>	 <p>Libby Malcolm 17 years of interactive marketing and as online strategist. Worked with Sony, Nestle, etc.</p>	

Our Services

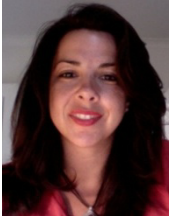

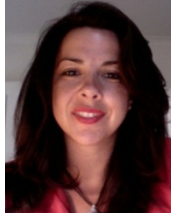

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<p>2pm – 5pm Wednesday 20th October 2010</p> <p>VENUE Pavilion On Northbourne, 242 Northbourne Avenue, Dickson</p> <p>CODE CM2W3N1</p> <input data-bbox="140 741 197 804" type="checkbox"/>	<p>How to get top search engine positions by “optimising” with key words</p> <p>Knowing which keywords to use and where to apply them will make your business visible online and attract more traffic than your competitors.</p> <p>At this seminar you will learn the right tips, tools and techniques to make you more popular online!</p> <p>Training is FREE and you will have an opportunity to network with other small businesses. Refreshments provided! (valued at \$500 but offered FREE)</p> <p style="text-align: right;"><i>Suitable for: Zone A, B, C, F</i></p>	 <p>Libby Malcolm 17 years of interactive marketing and as online strategist. Created e-marketing strategies for Sony, Nestle, CBA, etc.</p>
<p>11:30am – 1:45pm Thursday 21st October 2010</p> <p>VENUE Pavilion On Northbourne, 242 Northbourne Avenue, Dickson</p> <p>CODE CWIBN1</p> <input data-bbox="140 1339 197 1402" type="checkbox"/>	<p>Essential Tools and Techniques to Succeed Online and Offline: How to Engage Social Networks and Online marketing to grow your business <i>session for ACT Chamber of Women in Business</i></p> <p>The Internet is one of the first places your potential clients will go to 'check you out'. Our program will show you how to convert browsers into buyers, increase sales and build your business. This session will focus on:</p> <ul style="list-style-type: none"> ✓ The power and danger of Social Networks: Social Networks are great media to promote your business and every smart business owner knows how to maximise exposure and minimise online risks. Online Reputation Management helps you track every online mention of your brand or keywords. We will help you to leverage Social media & monitor what is being said about you and your brand online. ✓ How to get paid online! Having a Web site does not mean you are using the power of e-Commerce and benefiting from the Internet. Our sessions will show you how to simplify and accept payment in real-time. ✓ Skills, tools and techniques that guarantee great business results, online and offline! <p>Training is FREE and you will have an opportunity to network with other small businesses. Refreshments provided! (valued at \$500 but offered FREE)</p> <p style="text-align: right;"><i>Suitable for: ALL ZONES (see page 4 for details)</i></p>	 <p>Camtu Pham Master of Commerce, B. Com Science. Author, Sydney Business Woman of the year (2005). e-Business consultant with 16 years experience in IT & marketing.</p>  <p>Libby Malcolm 17 years of interactive marketing and online strategist. Created e-marketing strategies for Sony, Nestle, CBA, etc and worked in 5 countries.</p>
<p>9.30am – 1pm Wednesday 27th October 2010</p> <p>VENUE Canberra Southern Cross Club, 92-96 Corinna St, Woden</p> <p>CODE CM1S1N2</p> <input data-bbox="140 1955 197 2018" type="checkbox"/>	<p>Powerful and Profitable Business: Why online is a MUST for small business</p> <p>Your business may or may not already have a Web site but e-business is so much more than having a Web presence!</p> <p>There are many other ways to attract more business via the Internet. This seminar aims to provide you with effective ideas to consider when taking your business online - and if you are already online – we will show you successful ways to engage your customers.</p> <p>Training is FREE and you will have an opportunity to network with other small businesses. Refreshments provided! (valued at \$500 but offered FREE)</p> <p style="text-align: right;"><i>Suitable for: Zone A, B, C, F</i></p>	 <p>Francine Bishop Master of Project Management and Post Graduate Degree in Business Management. Francine is an author, small business coach & social media expert.</p>





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DATE & VENUE	SEMINAR / WORKSHOP NAME	PRESENTERS	
<p>2pm – 5pm Wednesday 27th October 2010</p> <p>VENUE Canberra Southern Cross Club, 92-96 Corinna St, Woden</p> <p>CODE CM1S2N2</p> <input data-bbox="140 792 201 857" type="checkbox"/>	<p>Need Extra Business? 7 Easy Ways to find more customers through the Internet</p> <p>These days, everyone goes online to search for what they need. Is your business coming up in search results?</p> <p>This seminar will help you review your Web site and start work on your online strategies to attract and convert more prospects into long term clients. We will demonstrate the power of social networks, pay per click methods and identifying strategies to pull customers to your site.</p> <p>Training is FREE and you will have an opportunity to network with other small businesses. Refreshments provided! (valued at \$500 but offered FREE)</p> <p>Suitable for: ALL ZONES</p>	 <p>Francine Bishop Master of Project Management and Post Graduate Degree in Business Management. Francine is an author, small business coach & social media expert with 15 years experience.</p>	
<p>9.30am – 1pm Thursday 28th October 2010</p> <p>VENUE Southern Cross Club, Cnr Catchpole & Bowman St, Macquarie, Jamison, Belconnen</p> <p>CODE CM1S2N3</p> <input data-bbox="140 1308 201 1373" type="checkbox"/>	<p>Need Extra Business? 7 Easy Ways to find more customers through the Internet</p> <p>These days, everyone goes online to search for what they need. Is your business coming up in search results?</p> <p>This seminar will help you review your Web site and start work on your online strategies to attract and convert more prospects into long term clients. We will demonstrate the power of social networks, pay per click methods and identifying strategies to pull customers to your site.</p> <p>Training is FREE and you will have an opportunity to network with other small businesses. Refreshments provided! (valued at \$500 but offered FREE)</p> <p>Suitable for: ALL ZONES</p>	 <p>Richard Price B Science (Computing) Richard is an e-business consultant with 25 yrs experience. Involved in IT projects for Canon, Westpac, ING, Tower Life, Telstra. He is an expert in the IT field.</p>	
<p>2pm – 5pm Thursday 28th October 2010</p> <p>VENUE Southern Cross Club, Cnr Catchpole & Bowman St, Macquarie, Jamison, Belconnen</p> <p>CODE CC1N1</p> <input data-bbox="140 1868 201 1933" type="checkbox"/>	<p>e-Business coaching/mentoring session</p> <p>Have all your questions answered at our one-to-one e-Business mentoring session. Our e-Business mentoring specialists will help you "leap frog" your business ahead of the competition.</p> <p>Our experienced experts will provide you with a diagnostic of your existing Web sites, blogs, and social media pages.</p> <p>You can ask our team about any aspect of setting up e-Business, including registering your domain names, hosting your business, setting up e-commerce, designing your Web site, receiving online payments or setting up e-payment gateways, creating databases and CRMs, SEO, or Google Adwords to name just a few!</p> <p>You will have access to a number of e-Business resources and receive an e-Business checklist for your business.</p> <p>Training is FREE and you will have an opportunity to network with other small businesses. Refreshments provided! (valued at \$500 but offered FREE)</p> <p>Suitable for: ALL ZONES</p>	 <p>Camtu Pham Master of Commerce, B. Com Science. Author, Sydney Business Woman of the year (2005). E-business consultant with 16 years experience in IT & marketing.</p>	 <p>Richard Price B Science (Computing) Richard is an e-business consultant with 25 yrs experience. Involved in IT projects for Canon, Westpac, ING, Tower Life, Telstra. He is an expert in the IT field.</p>



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DATE & VENUE	SEMINAR / WORKSHOP NAME	PRESENTERS
<p>5.30pm – 8pm Thursday 28th October 2010</p> <p>VENUE Southern Cross Club, McCaughy Street, Turner</p> <p>CODE CM4W1N1</p> <input type="checkbox"/>	<p>How to set up e-Commerce facilities for your business</p> <p>Sell and receive money in real-time with e-Commerce facilities!</p> <p>This seminar shows you the steps involved in setting up an e-Commerce facility for your business. We will show you how to get a database, shopping cart, create a PayPal and e-merchant account, so you are ready to take advantage of the global economy. Learn how to do it properly with this advanced session.</p> <p>Training is FREE and you will have an opportunity to network with other small businesses. Refreshments provided! (valued at \$500 but offered FREE)</p> <p>Suitable for: ALL ZONES</p>	 <p>Camtu Pham Master of Commerce, B. Com Science. Author, Sydney Business Woman of the year (2005). E-business consultant with 16 years experience in IT & marketing</p>
<p>9.30am – 1pm Friday 29th October 2010</p> <p>VENUE Queanbeyan Kangaroo Football Club, Cnr Stuart St & Richard Ave, Queanbeyan</p> <p>CODE CM3W1N1</p> <input type="checkbox"/>	<p>Online Marketing – essential tools and techniques to boost your business</p> <p>Research shows that Australians are using social networks more than any other country in the world!</p> <p>Your customers are increasingly shopping online and they are waiting to be served by you. This session will introduce you to essential tools and techniques to attract and engage them. Topics will cover the different channels available to market your business online.</p> <p>Training is FREE and you will have an opportunity to network with other small businesses. Refreshments provided! (valued at \$500 but offered FREE)</p> <p>Suitable for: ALL ZONES</p>	 <p>Camtu Pham Master of Commerce, B. Com Science. Author, Sydney Business Woman of the year (2005). E-business consultant with 16 years experience in IT & marketing</p>

“WHICH ZONE AM I IN?”

CleverLink understands that people in small business have limited time for training and want to choose a course that gives them the best value. Therefore, we make it easy for you to choose which course is best suited to your needs. Over the page is a chart to help you to identify yourself with a particular ‘Zone’. You should find a Zone that best describes your situation – this Zone will then correspond to a short-list of seminars/courses that will suit your specific requirements.

For example: Courses under Zone A describe people who are new to the internet, where Zone D & E describes people in business who already take advantage of the internet. Of course, you can attend all courses and seminars if you wish but we have made it easy for you to pin point the courses that is of most value to you.

So let’s first find out which Zone(s) best describes you and your business at present

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Zones - I am in this zone if some of the following situations are TRUE for me	Industry that you may be in (guide only)
<p>Zone A – <i>“Online is a new world to me! I need to know everything from step one.”</i></p> <ul style="list-style-type: none"> • I’ve never had Web site before • Have never had a dedicated email address (ie: name@yourcompanyname.com.au) • Never used a computer before or haven’t had much experience • Have used the Internet for searching but not much else • I would like to know ‘why’ and ‘how’ • I’m not sure what I would have on a Web site • I have no idea how much going online costs, what’s involved or what kind of a Web site is best for my business. 	<ul style="list-style-type: none"> • Hospitality • Retail • Trade services such as plumber, builders • Creative industries such as artists
<p>Zone B – <i>“I know the benefits and some of the steps involved but haven’t taken action yet.”</i></p> <ul style="list-style-type: none"> • I have just started my business and need help to understand, plan and get started. • I was unemployed and received training to become a business owner. Now I need help planning my website and making it work for me. • I came from a large organisation & now have my own small business, so I’ve used technology before but don’t know some of the finer points. How do I get my online business up and running? • I have done courses and know some of the tools. Take me through the next steps! 	<ul style="list-style-type: none"> • Start up professional services, such as • Accountants • Solicitors • Lenders • Consultants • ... any industry
<p>Zone C – <i>“I know the benefits, took some action but would like help to get to the next stage.”</i></p> <ul style="list-style-type: none"> • I have been in business for five years or more • I have been too busy to put time into the Web site • I have a domain name but no Web site yet • I use BigPond & Hotmail for email but realise I should use a dedicated email service – where do I start? • I want to set up a Web site but what are the steps? How much will it cost? Who will host my Web site? • I have a template web site but I am not happy with it. What should I do? • Do I begin with a simple site and build from there - or should I go for a professional, fully functional & E-commerce site? • I know the ‘why’ but still need help with the ‘how’ • I’m confused by the amount of information on technology out there and would like to know the quickest, most effective way to take the business online. • I have one or more staff to help • I have other marketing materials like letterhead and business cards but no website. 	<ul style="list-style-type: none"> • Creative industry • Manufacturing • Trade services • Hospitality such as cafe, restaurant
<p>Zone D – <i>“I have a Website but it’s been the same for years.”</i></p> <ul style="list-style-type: none"> • The business has a Web site but hasn’t updated it for years • I don’t know if someone in our organisation is monitoring the site or who to call when we need help with the website and emails • I’d like to use it to send bulk emails • I’m ready to move toward more automation in my website • I’m not really sure if we fully utilise our online presence • We don’t have systems to keep track of enquiries coming through the website. It would be great to be able to track our enquiries and track if they’ve been followed up • The Web site doesn’t rank well on search engines and would like to improve that • I want to find out about e-commerce, secure payment and how to increase sales and improve cash flow • We need to centralise our information so all members of the team can access and update information from anywhere at any time. We understand the web is one of the best tools for this and want to learn more. 	<ul style="list-style-type: none"> • Professional services • Manufacturing • Hospitality and tourism • (Those with staff, office and well established)

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Zones - I am in this zone if some of the following situations are TRUE for me	Industry that you may be in
<p>Zone E – <i>“I constantly update my site but there must be a better way than what I am using.”</i></p> <ul style="list-style-type: none"> • I have a Website and update it myself on regular basis • I would like to be able to update my own website, easily • I need better tools to update my Website and would like to learn what’s available and what’s best for me and my Website • I use email every day and send bulk emails to my contacts but still use basic systems that cannot be tracked easily – I would like to learn about the tools available to improve my email communication • I’d like to be able to access my business information through my website from anywhere • I want to learn what’s new to online businesses and how I can use that to my advantage • I want to improve my ranking on search engines • I want to embrace advanced technology to sell and accept payment online • I want to learn more about database to streamline my information and run my business more effectively. 	<ul style="list-style-type: none"> • Home or Office based • Sole trader working with a team. • May have time to update Website or outsource • Know the benefits and willing to learn. Very motivated and lean toward technology. Internet is best friend • Can be from any industry
<p>Zone F – <i>“Home based and Website is my interface to the world!”</i></p> <ul style="list-style-type: none"> • I work from home so rely on the Internet as it is my way to connect to the world • I understand the benefits and am keen to get online now • I am keen to become really successful online • I have low budget but have time to add content and update my Website myself • I use email & do some marketing via email • I don’t know why people can’t find me online. 	<ul style="list-style-type: none"> • Home based • Cottage industries • Can be any industry

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Please register me for the following courses.

Please Tick	Course Title	Date & Time	Venue	Code
<input type="checkbox"/>	OFFICIAL PROGRAM LAUNCH in CANBERRA Powerful and Profitable Business: Why online is a MUST for small business	10.15am – 1pm Thursday 14 th October 2010	Pavilion On Northbourne 242 Northbourne Ave Dickson	CM1S1N1
<input type="checkbox"/>	Need Extra Business? 7 Easy Ways to find more customers through the Internet	2pm – 5pm Thursday 14 th October 2010	Pavilion On Northbourne 242 Northbourne Ave Dickson	CM1S2N1
<input type="checkbox"/>	7 Steps to set up and develop a successful business Web site	9.30am – 1pm Wednesday 20 th October 2010	Pavilion On Northbourne 242 Northbourne Ave Dickson	CM2W1N1
<input type="checkbox"/>	How to get top search engine positions by “optimising” with key words	2pm – 5pm Wednesday 20 th October 2010	Pavilion On Northbourne 242 Northbourne Ave Dickson	CM2W3N1
<input type="checkbox"/>	Essential Tools and Techniques to Succeed Online and Offline: How to Engage Social Networks and Online marketing to grow your business (session with ACT Chamber of Women in Business)	11am – 1.30pm Thursday 21 st October 2010	Pavilion On Northbourne 242 Northbourne Ave Dickson	CWIBN1
<input type="checkbox"/>	Powerful and Profitable Business: Why online is a MUST for small business	9.30am – 1pm Wednesday 27 th October 2010	Canberra Southern Cross Club, 92-96 Corinna St, Woden	CM1S1N2
<input type="checkbox"/>	Need Extra Business? 7 Easy Ways to find more customers through the Internet	2pm – 5pm Wednesday 27 th October 2010	Canberra Southern Cross Club, 92-96 Corinna St, Woden	CM1S2N2
<input type="checkbox"/>	Need Extra Business? 7 Easy Ways to find more customers through the Internet	9.30am – 1pm Thursday 28 th October 2010	Southern Cross Club, Cnr Catchpole & Bowman St, Macquarie, Jamison, Belconnen	CM1S2N3
<input type="checkbox"/>	e-Business coaching/mentoring session	2pm – 5pm Thursday 28 th October 2010	Southern Cross Club, Cnr Catchpole & Bowman St, Macquarie, Jamison, Belconnen	CC1N1
<input type="checkbox"/>	How to set up e-Commerce facilities for your business	5.30pm – 8pm Thursday 28 th October 2010	Southern Cross Club, McCaughey Street, Turner	CM4W1N1
<input type="checkbox"/>	Online Marketing – essential tools and techniques to boost your business	9.30am – 1pm Friday 29 th October 2010	Queanbeyan Kangaroo Football Club, Cnr Stuart St & Richard Ave, Queanbeyan	CM3W1N1

Participant Information:

Firstname: _____ Surname: _____

Email: _____ Web: _____

Company: _____ ABN: _____

Address: _____

Phone: _____ Mobile: _____

Fax: _____

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