



Practical e-Business Workshops for Small and Home Based Business
provided by industry experts – CleverLink

The Internet is one of the first places your potential clients will go to 'check you out'. Our program will show you how to increase sales and build your business.

- ✓ With the popularity of **social networks** and other mainstream online media, personal and business identities can be scattered far and wide. **Online Reputation Management** helps you track every online mention of your brand or keywords. We will help you monitor what is being said about you, your brand and your products across blogs, forums news and other Web sites.
- ✓ Having a Web site does not mean you are using the power of e-Commerce and benefiting from selling online. Having e-Commerce facilities means you can sell and receive money in real-time. Our sessions will show you how!

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!

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

Participant Information:

Firstname: _____ Surname: _____
Email: _____ Web: _____
Company: _____ ABN: _____
Address: _____
Phone: _____ Mobile: _____
Fax: _____

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!

Supported by



An Australian Government Initiative



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




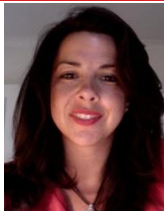
Our Services

Website Design – Marketing & Branding – Professional Writing
Speaking & Training – E-payment – Online Solutions
Printing - Consulting

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

Email us: training@cleverlink.com.au

Phone: 02 42843600 Fax: 02 4284 0632

DATE & VENUE	SEMINAR / WORKSHOP NAME	PRESENTER
<p>9.30am – 1pm Wednesday 3rd November 2010</p> <p>The Pavilion, Kiama</p>  <p>M5S2N1</p>	<p>How to manage your online reputation and why it's important to you and your business</p> <p>In the past, you had control to choose what you wanted to publish about you and your business online. These days, no one can control what information goes online. This session outlines the challenge of determining who says what about you or your company and most importantly how to manage and protect your reputation and brand name online.</p> <p>We will show you how to use various powerful tools such as Google Alert, RSS and others to manage your brands online.</p> <p>Training is FREE, networking opportunity. Refreshments provided! (valued at \$500 offered FREE thanks to funding from AusIndustry)</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 4th November 2010</p> <p>Wollongong Golf Club, Wollongong</p>  <p>M4W2N1</p>	<p>How to boost your revenue by setting up and accepting payments online</p> <p>Accepting payments online can benefit you in many ways - such as increasing sales, improving cash flows, and a form of automating your operations. This course will show you different online payment systems available, which work best for your business and how to set them up and integrate them to your Web sites. We will show you how to set up a PayPal account, an Internet Merchant account and all the processes involved with online payment systems.</p> <p>You don't have to sell products online to benefit from e-Payment! This workshop can show you how to conduct business more efficiently by implementing automated payment systems. We guarantee you will be delighted with what you will learn!</p> <p>Training is FREE, networking opportunity. Refreshments provided! (valued at \$500 offered FREE thanks to funding from AusIndustry)</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>9.30 – 1pm Thursday 18th November 2010</p> <p>Quality Suites Pioneer Sands, Towradgi</p>  <p>M5W1N1</p>	<p>How to better service online customers to ensure satisfaction and repeat business</p> <p>In a traditional business, customers can get help by asking a member of staff for assistance. In the virtual world of e-Business, you are not there to answer customer enquiries and to convince them to buy, so alternative tools must be available to engage prospects and help them through the buying process. This session looks at powerful and cost effective tools to help you service your customers online.</p> <p>Training is FREE, networking opportunity. Refreshments provided! (valued at \$500 offered FREE thanks to funding from AusIndustry)</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>

Our Services

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