

Practical Government Funded 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 e-Business courses + Business Networking across Parramatta this November

REGISTER ONLINE NOW at www.cleverlinktraining.com.au

CleverLink
CONNECT 700 IN70
Helping small business succeed online!

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).

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There are many other seminars & workshops on offer.

Register online www.cleverlinktraining.com.au, Phone on 1300 721 837 or Fax to 02 4284 0632.

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: 1300 721 837 Fax: 02 4284 0632

DATE & VENUE	SEMINAR / WORKSHOP NAME	PRESENTERS	
<p>9.30am – 1pm Tuesday 23rd November 2010</p> <p>VENUE Rydges Hotel 116-118 James Ruse Drive Rosehill Parramatta</p> <p>CODE PM1S2N1</p> 	<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!</p> <p>(valued at \$500 but offered FREE)</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>Greg Mullane 18 years experience in leadership, business planning and marketing strategy. E-Business and e-Commerce expert. Worked for Telstra, AT&T. Worked with large organisations to start up companies. Bachelor of Business Degree.</p>
<p>2pm – 5pm Tuesday 23rd November 2010</p> <p>VENUE Rydges Hotel 116-118 James Ruse Drive Rosehill Parramatta</p> <p>CODE PM2W3N1</p> 	<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!</p> <p>(valued at \$500 but offered FREE)</p>	 <p>Libby Malcolm 17 years of interactive marketing and as online strategist. Created e- marketing strategies for Sony, Nestle, CBA and worked in 5 countries.</p>	
<p>9.30am – 1pm Wednesday 24th November 2010</p> <p>VENUE Industry & Investment NSW Level 2/470 Church Street North Parramatta</p> <p>CODE PM3W1N1</p> 	<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!</p> <p>(valued at \$500 but offered FREE)</p>	 <p>Libby Malcolm 17 years of interactive marketing and as online strategist. Created e- marketing strategies for Sony, Nestle, CBA and worked in 5 countries.</p>	


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<p>2pm - 5pm Wednesday 24th November 2010</p> <p>VENUE Industry & Investment NSW Level 2/470 Church Street North Parramatta</p> <p>CODE PC1N1</p> 	<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!</p> <p>(valued at \$500 but offered FREE)</p>	 <p>Greg Mullane 18 years experience in leadership, business planning and marketing strategy. E-Business and e-Commerce expert. Worked for Telstra, AT&T.</p>  <p>Libby Malcolm 17 years of interactive marketing and as online strategist. Created e-marketing strategies for Sony, Nestle, CBA and worked in 5 countries.</p>
<p>9.30am – 1pm Thursday 25th November 2010</p> <p>VENUE Industry & Investment NSW Level 2/470 Church Street North Parramatta</p> <p>CODE CM4W1N1</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 and you will have an opportunity to network with other small businesses. Refreshments provided!</p> <p>(valued at \$500 but offered FREE)</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>

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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Please register me for the following courses.

Please Tick	Course Title	Date & Time	Venue	Code
<input type="checkbox"/>	Need Extra Business? 7 Easy Ways to find more customers through the Internet	9.30am – 1pm Tuesday 23 rd November 2010	Rydges Hotel 116-118 James Ruse Drive, Rosehill, Parramatta	PM1S2N1
<input type="checkbox"/>	How to get top search engine positions by “optimising” with key words	2pm – 5pm Tuesday 23 rd November 2010	Rydges Hotel 116-118 James Ruse Drive, Rosehill, Parramatta	PM2W3N1
<input type="checkbox"/>	Online Marketing – essential tools and techniques to boost your business	9.30am – 1pm Wednesday 24 th November 2010	Industry & Investment NSW Level 2 470 Church Street North Parramatta	PM3W1N1
<input type="checkbox"/>	e-Business coaching/mentoring session	2pm – 5pm Wednesday 24 th November 2010	Industry & Investment NSW Level 2 470 Church Street North Parramatta	PC1N1
<input type="checkbox"/>	How to boost your revenue by setting up and accepting payments online	9.30am – 1pm Thursday 25 th November 2010	Industry & Investment NSW Level 2 470 Church Street North Parramatta	PM4W2N1

Participant Information:

Firstname: _____ Surname: _____

Email: _____ Web: _____

Company: _____ ABN: _____

Address: _____

Phone: _____ Mobile: _____

Fax: _____

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.

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