

## PROGRAM OVERVIEW

WORKSHOP	DATE	WORKSHOP DETAILS
<b>ESSENTIALS: STARTING YOUR BUSINESS RIGHT</b> Starting Your Business Right The Art of Public Speaking Business Planning Essentials	Tuesday 7 March Wednesday 22 March Monday 27 March	4pm - 7.30pm, Council Chambers, \$30.00 5pm - 7pm, Council Chambers, \$20.00 5.30pm - 7.30pm, Council Chambers, \$20.00
<b>YOUR NEW MARKETING WEAPONS</b> Government Grants Briefing Fearlessly use Facebook for Business Curious & Clueless - Instagram for Beginners Lights, Camera, Action Instagram in Your Hands Google Analytics for Beginners	Tuesday 4 April Thursday 5 April Wednesday 19 April Thursday 20 April Monday 24 April	5:30pm-7:30pm, Council Chambers, Free 5.30pm - 7.30pm, Council Chambers, \$20.00 5.30pm - 7.30pm, Council Chambers, \$30.00 9am - 12.30, Wangaratta, \$20.00 4pm - 6pm, Council Chambers, \$20.00
<b>BUILD YOUR DIGITAL &amp; MARKETING SKILLS</b> Business Women's Network Lunch Your Elevator Pitch Your Business in a Digital World Understanding Marketing - Short Workshop Develop Your Online Strategy	Wednesday 3 May Tuesday 9 May Wednesday 17 May Tuesday 23 May Tuesday 30 May	12.30pm - 1.30pm, Café Martini, At own cost 5pm - 7pm, Council Chambers, \$20.00 5.30 - 7.30pm, Council Chambers, \$20.00 5pm - 7pm, Council Chambers, \$20.00 4pm - 7.30pm, Council Chambers, \$30.00
<b>INNOVATE TO GROW</b> Commercialising Your New Idea - Part One Commercialising Your New Idea - Part Two Women in Leadership breakfast Employing and Keeping the Right Staff Event Funding - Creating a Winning Application	Monday 5 June Tuesday 6 June Thursday 8 June Wednesday 21 June Tuesday 27 June	4pm - 7pm, Council Chambers, \$75.00 5pm - 7.30pm, Council Chambers, \$0.00 Wangaratta Performing Arts Centre, \$22.00 4pm - 7.30pm, Council Chambers, \$30.00 5.30pm - 7pm, Council Chambers, Free
<b>FIND MORE CUSTOMERS</b> LinkedIn Fundamentals Marketing For Growth Business Women's Network Lunch Pricing for Maximum Profit	Tuesday 4 July Wednesday 19 July Wednesday 26 July Monday 31 July	5pm - 7pm, Council Chambers, \$20.00 4pm - 7.30pm, Council Chambers, \$30.00 12.30pm - 1.30pm, Paulies Corner, At own cost 5.30pm - 7.30pm, Council Chambers, \$20.00
<b>ACHIEVE FINANCIAL SUCCESS</b> Creating Your Visual Voice Financial Health Check Grantready Workshop Online Sales Strategies Setting Your Financial Strategy Women in Leadership breakfast Annual Business Networking Evening Small Business Festival Roadshow Dinner	Thursday 3 August Wednesday 9 August Wednesday 16 August Thursday 17 August Tuesday 22 August Thursday 31 August Thursday 24 August Tuesday 29 August	5:30 - 7:30pm, Council Chambers, \$20.00 5pm - 7pm, Council Chambers, \$20.00 11am - 12pm, Council Chambers, Free 10am - 11:30am, Council Chambers, \$20.00 5.30pm - 7.30pm, Council Chambers, \$20.00 Wangaratta Performing Arts Centre, \$22.00 5.30pm - 8.30pm, Intermezzo Café, \$15.00 Wangaratta Performing Arts Centre, Details TBC
<b>DON'T MISS AN OPPORTUNITY</b> The Power of Publicity: Working with the Media Leverage from Major Events Visual Merchandising	Tuesday 5 September Wednesday 13 September Monday 18 September	5.30pm - 7pm, Council Chambers, \$20.00 5.30pm - 7pm, Council Chambers, \$20.00 5.30pm - 7.30pm, Council Chambers, \$20.00
Wangaratta Business Womens Network Turning Traffic into Sales	Wednesday 11 October Tuesday 24 October	12:30-1:30pm, Precinct Bar & Restaurant, At own cost 5pm - 8pm, Council Chambers, \$30.00

The Rural City of Wangaratta has made every effort to ensure that all the information listed is correct at the time of printing. Changes to the program may be made at the discretion of the organisers.

# SMALL BUSINESS DEVELOPMENT PROGRAM

Providing the tools  
 Connecting Businesses  
 Building professionalism

# SMALL BUSINESS DEVELOPMENT PROGRAM

## CALENDAR OF EVENTS

MARCH		APRIL		MAY		JUNE		JULY		AUGUST		SEPTEMBER		OCTOBER		
1	W		1	S		1	M		1	T		1	F		1	S
2	T		2	S		2	T		2	F		2	S		2	M
3	F		3	M		3	W	Business Women's Network Lunch	3	S		3	M	Creating Your Visual Voice	3	T
4	S		4	T	Government Grants Briefing	4	T		4	S	Linkedin Fundamentals	4	F		4	W
5	S		5	W	Fearlessly use Facebook for Business	5	F		5	M	Commercialising Your New Idea - Part One	5	S		5	T
6	M		6	T		6	S		6	T	Commercialising Your New Idea - Part Two	6	S		6	F
7	T	Starting Your Business Right	7	F		7	S		7	W		7	M		7	S
8	W		8	S		8	M		8	T	Women in Leadership breakfast	8	S		8	S
9	T		9	S		9	T	Your Elevator Pitch	9	F		9	S	Financial Health Check	9	M
10	F		10	M		10	W		10	S		10	M		10	T
11	S		11	T		11	T		11	S		11	T		11	W
12	S		12	W		12	F		12	M		12	W		12	T
13	M		13	T		13	S		13	T		13	T		13	S
14	T		14	F		14	S		14	W		14	F		14	S
15	W		15	S		15	M		15	T		15	S		15	S
16	T		16	S		16	T		16	F		16	S	Grantready Workshop	16	M
17	F		17	M		17	W	Your Business in a Digital World	17	S		17	M	Online Sales Strategies	17	T
18	S		18	T		18	T		18	S		18	T		18	F
19	S		19	W	Curious & Clueless - Instagram for Beginners	19	F		19	M	Marketing for Growth	19	S		19	T
20	M		20	T	Lights, Camera, Action Instagram in Your Hands	20	S		20	T		20	S		20	W
21	T		21	F		21	S		21	W	Employing and Keeping the Right Staff	21	F		21	M
22	W	The Art of Public Speaking	22	S		22	M		22	T		22	S	Setting Your Financial Strategy	22	F
23	T		23	S		23	T	Understanding Marketing	23	F		23	S		23	S
24	F		24	M	Google Analytics for Beginners	24	W		24	S		24	M	Annual Business Networking Evening	24	T
25	S		25	T		25	T		25	S		25	T		25	F
26	S		26	W		26	F		26	M		26	W	Business Women's Network Lunch	26	S
27	M	Business Planning Essentials	27	T		27	S		27	T	Event Funding - Creating a Winning Application	27	T		27	S
28	T		28	F		28	S		28	W		28	F		28	M
29	W		29	S		29	M		29	T		29	S	Small Business Festival Roadshow Dinner	29	F
30	T		30	S		30	T	Develop Your Online Strategy	30	F		30	S		30	S
31	F				31	W			31	M	Pricing for Maximum Profit	31	T	Women in Leadership breakfast		T

# WELCOME

## SMALL BUSINESS DEVELOPMENT PROGRAM

The Rural City of Wangaratta has partnered with Small Business Victoria to develop this industry training program to assist business operators to prosper in the face of today's economic challenges.

This program has been tailored to meet the needs of our various industry sectors – from tourism/hospitality and manufacturing, to retail and professional services. The Program involves an integrated approach, bringing together elements such as marketing, business basics, financial planning and social media through to networking opportunities and more.

Rural City of Wangaratta Economic Development Team  
[economicdevelopment@wangaratta.vic.gov.au](mailto:economicdevelopment@wangaratta.vic.gov.au)  
57220 888

Most events are bookable via [www.eventbrite.com.au](http://www.eventbrite.com.au)

[www.wangaratta.vic.gov.au](http://www.wangaratta.vic.gov.au)  
[www.visitwangaratta.com.au](http://www.visitwangaratta.com.au)  
[www.visitglenrowan.com.au](http://www.visitglenrowan.com.au)  
[www.visitkingvalley.com.au](http://www.visitkingvalley.com.au)



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@WangarattaBusinessOwners  
@ShopLocalWangaratta  
#visitwangaratta

## ESSENTIALS: STARTING YOUR BUSINESS RIGHT

### STARTING YOUR BUSINESS RIGHT

Tuesday 7 March  
4pm - 7.30pm  
Council Chambers  
\$30.00  
[Book Online Here](#)

You've got a great idea or have decided to turn your personal skills into a business, congratulations! But who will buy your product or service and why?

Conducting a feasibility study on your business idea is just one of the skills you will learn in this practical workshop, joining a small group of people new to business in your local area.

Your workshop leader is an expert with real-life small business experience who will cover all the essentials from evaluating your business-readiness, market-analysis, determining the best structure for you, preparing a business plan and a step-by-step guide to getting registered.

There are no guarantees of success in business, but making the right moves at this early stage will ensure you start off on the right path. This workshop will open the door to a whole suite of great resources and templates to help you get started.

All participants get a free follow up one-on-one mentoring session with an experienced small business mentor who will tailor individual advice and information.

Take the guess work out of finding the right support and advice with this Small Business Victoria workshop that has been helping business get started for over 10 years.

### THE ART OF PUBLIC SPEAKING - YOU NEED TO SPEAK TO SELL

Wednesday 22 March  
5pm - 7pm  
Council Chambers  
\$20.00  
[Book Online Here](#)

Leadership is the art of persuading others to do what you wish to be done. To do so, you need to communicate, and you need to work as a team. This interactive session with local Wangaratta Toastmasters Club will help you do both.

You'll find out how to vary your approach to suit the needs of different people, be they the audience for a speech, the committee for a fundraiser, business contacts or the members of your family.

Take the first steps to becoming the speaker and leader you want to be. Confident, charismatic leaders weren't born that way. You'll learn handy hints and strategies whilst getting to practice your skills by organizing and conducting meetings and motivating others to help you. Become a better negotiator. Gain trust. Sharpen your management skills. Inspire your team. Be decisive.

The environment is friendly and supportive, allowing you to build confidence in public speaking.

### BUSINESS PLANNING ESSENTIALS - KICK START YOUR BUSINESS IN THE RIGHT DIRECTION

Monday 27 March  
5.30pm - 7.30pm  
Council Chambers  
\$20.00  
[Book Online Here](#)

Business planning helps you to think ahead to identify and avoid future issues and more importantly discover and explore new opportunities.

A good business plan creates a clear vision and roadmap for your business, which can be a vital tool when seeking finance, leasing premises, getting permits and engaging staff.

And it doesn't have to be long or complex. The key question is "what has to change to get us from where we are now to where we want to be". In just two hours, this seminar will help you navigate through the 'now-where-how' to answer that question and to create a clear one-page plan for your business.

This tried and tested seminar has been helping Victorian business get started for over 10 years and will introduce you to the business frameworks that will fast-track your success.

"Focus on being productive instead of busy"

– Tim Ferris

## YOUR NEW MARKETING WEAPONS

### GOVERNMENT GRANTS BRIEFING

Tuesday 4th April  
5:30pm-7:30pm  
Council Chambers  
Free  
[Book Online Here](#)

Imagine if there was funding or assistance that could help your business grow. There might be, but you just don't know about it. There are lots of government grants and support out there to help businesses. But finding out what they are and whether you're eligible to receive one takes a lot of legwork, and that's before you even start your application.

Our Government Grants Briefings will introduce you to the financial assistance and hands-on support offered by all three tiers of government.

This briefing will increase your knowledge of:

- What federal, state and local government grants and support are available
- The difference between contestable and eligibility grants
- The eligibility criteria and how to apply
- What free support is available to help you apply

### FEARLESSLY USE FACEBOOK FOR BUSINESS

Thursday 5 April  
5.30pm - 7.30pm  
Council Chambers  
\$20.00  
[Book Online Here](#)

Are you ready to take your Facebook activity to the next level? Are you already active on Facebook but just a bit fearful of how to communicate effectively for your business, grow likes and build engagement?

In this session we will cover; - Making sure your structure is right - profiles, pages and groups, - page roles, -building your Facebook community - creative ways to increase your likes/engagement, - how to find and create great content, - develop a posting schedule and how to analyse your page insights.

### CURIOUS & CLUELESS - INSTAGRAM FOR BEGINNERS

Wednesday 19 April  
5.30pm - 7.30pm  
Council Chambers  
\$30.00  
[Book Online Here](#)

Feeling a little curious but mainly clueless when it comes to Instagram?

Not quite sure how it works or what it can do for your business?

The aim of this session is to turn you from curious and clueless, into confident and comfortable.

Presenter Thanh Do is a Melbourne based food blogger @IEatBlog and the creative genius behind Crackling Media, a digital media agency. Thanh will delight you with an interactive presentation ensuring that you leave feeling empowered and confident.

Thanh will cover the basics of:

- What is Instagram & how it can be used to increase your business
- Defining your message
- Maintaining consistency
- Creating engagement and awareness
- Explaining all aspects of the app
- Creating content
- Photography and text style
- Hashtags
- Reposting other people's work

## SMALL BUSINESS DEVELOPMENT PROGRAM

### LIGHTS, CAMERA, ACTION INSTAGRAM IN YOUR HANDS

Thursday 20 April  
9am - 12.30  
Wangaratta  
\$20.00  
[Book Online Here](#)

It's time to start posting on Instagram!

Join us on this hands on Instagram session with Thanh Do, Melbourne based food blogger @IEatBlog and creative genius behind Crackling Media.

Thanh will cover:

- How to shoot photos and videos with a purpose
  - How to edit the photos and videos and posting it for maximum impact
  - Learn in detail the options for creating content within/outside the app
  - Learn how to source other content to compliment self-generated content
- Be sure to bring along your phone fully charged and get set for a fun morning. Places are limited so book early to avoid disappointment.

\*Note: this is a hands on experience and you will be expected to actively take photographs and post to Instagram. You will need to have an Instagram account set up prior to this day. Meet Wangaratta Government Centre 9am.

### GOOGLE ANALYTICS FOR BEGINNERS

Monday 24 April  
4pm - 6pm  
Council Chambers  
\$20.00  
[Book Online Here](#)

If you don't know what Google Analytics is, haven't installed it on your website, or have installed it but never look at your data, then this session is for you.

In this session, we are going to look at Google Analytics from the absolute beginner's point of view. Why you need it, how to get it, and how to use it.

This session is aimed at those businesses who want to understand how their website is performing in terms of Search Engine Optimisation (SEO) and consumer visitation. The session will be in two parts, with part 1 providing an insight into Google WebMaster Tools and will examine how key content from a site is ranked according to google and what search terms people are using to find the site. Part 2 will delve into Google Analytics and show you the website content people are most interested in and the types of devices they are using to access your website.



## BUILD YOUR DIGITAL & MARKETING SKILLS

### BUSINESS WOMEN'S NETWORK LUNCH

Wednesday 3 May  
12.30pm - 1.30pm  
Café Martini  
At own cost  
[Book Online Here](#)

The Wangaratta Business Women's Network is coordinated by the Rural City of Wangaratta with the aim to providing an opportunity for women within business to meet in a casual, informal and welcoming environment to network and share ideas. Women of all ages, backgrounds and industries are invited to attend and encouraged to bring a friend along. A chance to talk about your business, network with other local women and learn from key note speakers. \*Lunch is at your own expense.

### YOUR ELEVATOR PITCH - LEARN HOW TO NETWORK & SELL YOURSELF AND YOUR BUSINESS (EFFECTIVE BUSINESS NETWORKING)

Tuesday 9 May  
5pm - 7pm  
Council Chambers  
\$20.00  
[Book Online Here](#)

There's a lot more to business networking than just meeting new people - it's not enough that people KNOW you, or that they LIKE you.

They also need to TRUST you!

Build effective networking skills with the latest techniques and insights straight from experts who have built successful businesses.

Learn how to build relationships, communicate your value quickly and effectively, and build your reputation using both face-to-face and online networking.

This workshop is a great way to meet other small business operators in your area, grow your confidence, and put your new skills into practice in a relaxed and comfortable environment.

### YOUR BUSINESS IN A DIGITAL WORLD

Wednesday 17 May  
5.30 - 7.30pm  
Council Chambers  
\$20.00  
[Book Online Here](#)

Today's online world has evolved to include much more than a website and the speed of change can be hard to keep up with.

But if you're not online you could be missing a lot of business.

Think of your website as the 'anchor' and everything else – blogs, social media, online advertising as serving to promote and direct people back to your website. This approach can bring digital thinking into all aspects of your business.

Take the guess work out of finding the right support with this introductory seminar led by a digital expert with real-life small business experience.

## SMALL BUSINESS DEVELOPMENT PROGRAM

Share your experiences with other small business operators in your area while building your understanding of online advertising, search engines, websites and social media.

Through practical exercises and real-life examples make informed decision about the right tools for your business and learn how to bring them all together into an effective online strategy.

### UNDERSTANDING MARKETING - SHORT WORKSHOP

Tuesday 23 May  
5pm - 7pm  
Council Chambers  
\$20.00  
[Book Online Here](#)

Many small businesses think marketing is about having a website, a Facebook page and placing advertisements in the local paper.

While these are all marketing activities, to market effectively you must think a lot broader and apply a 'customer-focused mindset' to all aspects of your business.

Developing and implementing an effective marketing action plan for your business will save you time and money and help you attract and retain a loyal customer base.

In this interactive 2-hour workshop, an experienced marketing professional will share their insight to help you set marketing goals, learn more about your customers, clarify your Unique Selling Proposition and use this to help you choose the right marketing activities for your business.

You'll also learn how to measure the success of your marketing activities, so you make sure you're achieving your business goals.

This two-hour workshop is a great way to connect with other small business operators in your local area and gain new skills to fast-track your success.

### DEVELOP YOUR ONLINE STRATEGY

Tuesday 30 May  
4pm - 7.30pm  
Council Chambers  
\$30.00  
[Book Online Here](#)

Most small-business owners know very well that they need a professional online presence if they want to be taken seriously. But amongst all the other urgent tasks, this important job is often left undone.

The online world is rapidly evolving and today's customers expect much more than a static promotional website. Adoption of digital technology is fast becoming a fundamental to business success. Developing content, understanding social media and search engine optimisation are all considered complex tasks by many busy small business owners.

Led by a digital expert with real-life small business experience, this workshop will simplify the digital world and help you develop a framework to strategically grow your business online.

Gain relevant, useful advice that you can apply straight away – from setting online marketing goals to content development, social media, search engine optimisation and analytics.

## INNOVATE TO GROW

### COMMERCIALISING YOUR NEW IDEA - 2 SESSIONS

Monday 5 June

4pm - 7pm  
Council Chambers  
\$75.00

[Book Online Here](#)

Tuesday 6 June

5pm - 7.30pm  
Council Chambers  
\$0.00

[Book Online Here](#)

Many great ideas and inventions never graduate to a fully-fledged business because the feasibility, cost and time to bring a new product or service to market have not been properly considered.

Whether you have worked long hours developing your innovation or have an idea that is still untested, you need to plan each stage of how you will get your idea to the market to create a profitable business.

From protecting your intellectual property, to market validation, market entry strategy and how to determine a realistic financial needs assessment, these workshops will help you plan your strategy.

Objectively assess the business potential of your idea, innovation or invention and get the right support and advice in this Small Business Victoria workshop that has delivered proven results.

Held over two sessions and facilitated by an experienced innovation and commercialisation practitioner with over 30 years' experience, this workshop is a must. To tailor advice and develop a commercialisation strategy just for your idea you also get two free follow-up mentoring sessions, to ensure you are on the right track from day one.

### WOMEN IN LEADERSHIP BREAKFAST

Thursday 8 June

Wangaratta Performing Arts Centre  
\$22.00

[Book Online Here](#)

The Wangaratta Women in Leadership group is coordinated by a group of volunteers and has featured some fabulous speakers from our local community as well as people with great stories to tell from outside our region. The purpose of each breakfast is to provide an opportunity for like-minded women in the community to be inspired, meet other professionals, share ideas and build strong networks.

Each breakfast will begin with some networking, a light breakfast and a presentation by a featured speaker about her leadership journey to date. There is often laughter and sometimes tears but at the end of the breakfast you can be assured to leave inspired, recharged and ready to take on the world.

### EMPLOYING AND KEEPING THE RIGHT STAFF

Wednesday 21 June

4pm - 7.30pm  
Council Chambers  
\$30.00

[Book Online Here](#)

Employing someone is one of the biggest business decisions that you will have to make.

So, it is vital that you make the right decision by understanding what your needs are and how you should go about finding, contracting and managing your people.

There are also many legal obligations in relation to wages, conditions and other employment matters that you must properly deal with.

This practical and interactive workshop will teach you how to do just that - to find them, contract them, induct them and manage them in line with good management practice and legal requirements.

### EVENT FUNDING - CREATING A WINNING APPLICATION

Tuesday 27 June

5.30pm - 7pm  
Council Chambers  
Free

[Book Online Here](#)

Got a great event that's not being funded? Maybe your event funding application is letting your event down! No worries – here's your opportunity to develop a winning application to give you the best chance of getting valuable funds to make your event ever better.

Come along to this fun seminar and learn some tips on how to make your event stand out.

Be guided by Marketing expert Ailsa Page on what to say, what to leave out and even get a extra few tips for adding extra sparkle to your event.

Who should attend: Anyone who runs an event they think is worthy of funding.

## FIND MORE CUSTOMERS

### LINKEDIN FUNDAMENTALS - YOUR BUSINESS & YOUR PERSONAL BRAND

Tuesday 4th July  
5pm - 7pm  
Council Chambers  
\$20.00  
[Book Online Here](#)

LinkedIn is a powerful tool for making business connections, generating leads, job searching, hiring and company research.

Learn how to build a complete profile, optimise it for search results, how to find key decision makers in your target market, and the secrets to using LinkedIn for lead generation.

Learning Outcomes  
1) LinkedIn Insights  
Getting started with LinkedIn  
Making LinkedIn work for you  
Develop your strategy

2) Profile Setup  
Step-by-step guide on how to create a complete profile  
Get more visibility  
Build your credibility  
Tips on getting recommendations

3) Build Your Network  
Grow your network fast  
Network with your target audience  
How to make groups work for you

### MARKETING FOR GROWTH

Wednesday 19 July  
4pm - 7.30pm  
Council Chambers  
\$30.00  
[Book Online Here](#)

A dynamic Marketing strategy is the key to achieving your business growth objectives.

Learn how to refine your existing marketing strategy to expand your business opportunities.

With the latest information and insights from a small business marketing expert and a suite of best-practice templates and resources, this quality program is designed to suit business at all stages.

Use proven frameworks to help identify new emerging opportunities and explore the range of online and offline marketing opportunities to develop the right mix for your business.

Apply the templates and resources and learn how to use research to gain a better understanding of your target market, develop your products and services and improve your key value proposition to attract more customers.

### BUSINESS WOMEN'S NETWORK LUNCH

Wednesday 26 July  
12.30pm - 1.30pm  
Paulies Corner  
At own cost  
[Book Online Here](#)

The Wangaratta Business Women's Network is coordinated by the Rural City of Wangaratta with the aim to providing an opportunity for women within business to meet in a casual, informal and welcoming environment to network and share ideas. Women of all ages, backgrounds and industries are invited to attend and encouraged to bring a friend along. A chance to talk about your business, network with other local women and learn from key note speakers. \*Lunch is at your own expense.

"Innovation distinguishes between a leader and a follower"

– Steve jobs

## SMALL BUSINESS DEVELOPMENT PROGRAM

### PRICING FOR MAXIMUM PROFIT

Monday 31st July  
5.30pm - 7.30pm  
Council Chambers  
\$20.00  
[Book Online Here](#)

Your pricing strategy will determine both revenue and buyer behaviour. Get it right and your business will thrive.

Business owners often struggle over pricing issues. Do you consider: gross margin, mark up, what your competitors are charging or even simply what you 'need to survive' or 'want' to price your product or service at?

Discover the many elements that make up an effective pricing strategy and the secret to finding the balance between profits and increasing market share.

Learn how to avoid the five most common mistakes of pricing and equip yourself with the right skills and tools to achieve your business objectives.

Then implement your new strategy with the support of a free one hour follow up mentoring session with an experienced small business mentor to help you directly apply your learnings in your business.



## ACHIEVE FINANCIAL SUCCESS

### CREATING YOUR VISUAL VOICE

Thursday 3 August  
5:30 - 7:30pm  
Council Chambers  
\$20.00  
[Call 5722 0756 to book](#)

A 2 hour presentation / workshop explaining the How's and Why's your business needs an Online Video approach. In this workshop Simon Duncan from 3rd Man Films will take you through the how's and why's of creating a video presence of your business online. Simon will take the techno babble out of the discussion and explain the in's and out's of creating a Video Marketing strategy for your business.

### FINANCIAL HEALTH CHECK

Wednesday 9 August  
5pm - 7pm  
Council Chambers  
\$20.00  
[Book Online Here](#)

This workshop helps business owners interpret financial reports so they can identify warning signs and gain insights into increasing profitability.

Participants will learn how to take a proactive approach to managing their finances. Using real-life examples, they will develop the skills and confidence to navigate a balance sheet, a profit and loss statement and to assess the financial health of their business. All participants will also receive a free on-on-one mentoring session with an experienced small business mentor.

### GRANTREADY WORKSHOP

Wednesday 16 August  
11am - 12pm  
Council Chambers  
Free  
[Call 5722 0756 to book](#)

Is applying for grants all too hard for your organisation? GrantReady has worked on both sides of the equation. Our team has experience as both successful grant writers and as program developers and assessors for government grant programs. We know what it takes to think right, build successful grant strategies and to access grants again and again.

### ONLINE SALES STRATEGIES

Thursday 17 August  
10am - 11:30am  
Council Chambers  
\$20.00  
[Call 5722 0756 to book](#)

5 Steps to Growing Your Business Online – James Hunter. Small businesses are confronting the daunting reality of online business every day. Drawing on his experience in senior sales roles with some of Australia's best known consumer brands and now as the co-founder of the cycling apparel brand, Hunter Bros Cycling, James outlines a simple stepped approach to growing sales in an online environment.

*“An organisations ability to learn, and translate learning into action rapidly, is the ultimate competitive advantage”*  
– Jack Welch

## SMALL BUSINESS DEVELOPMENT PROGRAM

### SETTING YOUR FINANCIAL STRATEGY

Tuesday 22 August  
5.30pm - 7.30pm  
Council Chambers  
\$20.00  
[Book Online Here](#)

If you want your business to be the best it can be and deliver you the financial rewards that come with success – you need a plan.

Profit and loss statements, budgets, forecasts and cash flow – it's easy to feel overwhelmed by business financials, but they are great tools once you know how to use them. Even if you are not a 'numbers person' this seminar will guide you through step-by-step to develop an effective budget and forecast that can help you monitor and evaluate the strategic and financial objectives of your business.

This workshop comes with one free one-hour consultation with an experienced small business mentor.

### WOMEN IN LEADERSHIP BREAKFAST

Thursday 31 August  
Wangaratta Performing Arts Centre  
\$22.00  
[Book Online Here](#)

The Wangaratta Women in Leadership group is coordinated by a group of volunteers and has featured some fabulous speakers from our local community as well as people with great stories to tell from outside our region. The purpose of each breakfast is to provide an opportunity for like-minded women in the community to be inspired, meet other professionals, share ideas and build strong networks.

### ANNUAL BUSINESS NETWORKING EVENING

Thursday 24th August  
5.30pm - 8.30pm  
Intermezzo Café  
\$15.00  
[Book Online Here](#)

Join us for our Annual Business & Tourism Networking Evening. A chance to network, share ideas and be the first to see the exciting new initiatives we are launching. This event is open to all businesses and individuals to attend. With entertainment, a complimentary glass of wine and catering provided - it's set to be yet another standout event on our calendar.

### SMALL BUSINESS FESTIVAL ROADSHOW DINNER

Tuesday 29 August  
Wangaratta Performing Arts Centre  
Details to be confirmed  
Networking dinner with guest speaker  
[Call 5722 0756 for more information](#)

### DON'T MISS AN OPPORTUNITY

#### THE POWER OF PUBLICITY: WORKING WITH THE MEDIA

Tuesday 5 September  
5.30pm - 7pm  
Council Chambers  
\$20.00  
[Book Online Here](#)

Getting known is always a challenge for businesses but one article in the newspaper or interview on TV can change all of that in an instant. Some businesses make it look so easy. But is it really possible? Come to this interactive and fun workshop and discover

- How publicity works and why certain businesses experience overnight fame!
  - How to work with the media and how to place yourself in the best position to get noticed by online and offline media.
- Ailsa Page Marketing Consultant will share stories and take you through options for DIY publicity and how to work with agencies. Leave feeling more in the know and clear as to whether this is a marketing option appropriate for your business.

#### LEVERAGE FROM MAJOR EVENTS

Wednesday 13 September  
5.30pm - 7pm  
Council Chambers  
\$20.00  
[Book Online Here](#)

Come on get on the bandwagon and boost business

- Get excited!
- Get ideas!
- Get ready!
- Get business!

Come to this interactive and fun ideas filled workshop and gain

- A clear strategy and action plan for how your business can leverage from events
- Networking opportunities
- Insight into how to utilize social media before, during and after events.

Leave with

- Confidence
- New ideas
- A couple of cracker social media posts written!

Ailsa Page Marketing Consultant will share her knowledge on the best way to leverage from events in the region.

#### VISUAL MERCHANDISING - SMARTER, SHARPER AND MORE APPEALING.

Monday 18 September  
5.30pm - 7.30pm  
Council Chambers  
\$20.00  
[Book Online Here](#)

Learn how to create an impact with practical and creative visual display techniques to attract, inspire and increase sales. Setting a foundation to maximise sales involves displaying the right product, in the right location, in an appropriate volume. This coupled with a clever store layout, which leads customers around the entire store, is the key to using merchandising as a selling tool. The Presenter: Ching Ching Lee – Pop Creative Collective With a background in Industrial Design, Visual Merchandising and Retail Design, and Graphic Communication, Ching Ching Lee's large portfolio of work includes brand development and marketing, store design, retail planning and implementation, and creative visual merchandising.

“Launching a business is essentially an adventure in problem solving”

– Richard Branson

### WANGARATTA BUSINESS WOMENS NETWORK

Wednesday 11 October  
12:30-1:30pm  
Precinct Bar & Restaurant  
At own cost  
[Book Online Here](#)

The Wangaratta Business Women's Network is coordinated by the Rural City of Wangaratta with the aim to providing an opportunity for women within business to meet in a casual, informal and welcoming environment to network and share ideas. Women of all ages, backgrounds and industries are invited to attend and encouraged to bring a friend along. A chance to talk about your business, network with other local women and learn from key note speakers. \*Lunch is at your own expense.

### TURNING TRAFFIC INTO SALES AT XMAS HOLIDAYS AND BEYOND!

Tuesday 24 October  
5pm - 8pm  
Council Chambers  
\$30.00  
[Book Online Here](#)

Xmas is the busiest time of the year for retailers so it's important in all the rush to maximise your opportunities to get you through the quieter months. This one day workshop will not only set you up for good sales at Xmas it will set you up for a Happy 2018.

Marketing Expert Ailsa Page from AP Marketing Works will inspire you with some easy to implement ideas and strategies to not only drive traffic to your store but to reach out to customers both past and present to remind them to buy from you this Xmas. Spots are limited so get in early to ensure you get access to these sales generating tips! In this workshop you will work on a powerful customer communication plan for your business to remind your customers past and present why they should consider buying from your business this Xmas. Discover ways you can maximise existing foot traffic as well as gain tips on how to generate your own traffic to your store in the first place! You will leave with some fresh ideas, some inspiration, renewed determination and clear and simple actions you can do immediately to boost business.

Topics covered:

- Using social media to get Xmas sales what to post, when to post and how often!
- How to capture customer details for future sales and promotions
- Mind blowing customer service tips to increase spend per customer
- Tried and true ways to leverage passing trade
- Temporary signage options
- Ideas for creating instore events
- Collaborative marketing

"Take all the training you can get; one good idea is all you need to save yourself years of hard work"

– Brian Tracy