

East Gippsland Shire Council 2009 Business Events Calendar

DATE	DESCRIPTION	VENUE LOCATION	TO REGISTER CONTACT:	TIME	COST
<i>Business Awards & Professional Development:</i>					
5 December 2008 – 16 March 2009	<p><i>INNOVIC Next Big Thing Award</i>, Inventors can win a share of \$60,000 cash & prizes and \$100,000 of promotion for your invention, including a six week exhibition of finalists at Melbourne Museum. Enter now on website. www.nextbigthingaward.com Applications close 16 March 2009. Categories include sustainability/green, innovation excellence, community benefit and people's choice.</p>	Australia Wide			
<i>Business Development & Assistance Events:</i>					
12 February	<p>Cash flow Management seminar: This seminar will explain the difference between profit and cash. Profitable businesses can still suffer Cash flow crisis. Useful tools will be provided to assist business with managing immediate Cash flow and show how planning for the future will provide certainty to Cash flow.</p>	Buchan Football Rooms, Main Road	Melissa Bentzen – 5153 9500	4.30pm – 6.30pm	\$20.00

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7 May	Starting your Business workshop: From business plans to financing, marketing strategy to advisory services, this workshop provides a comprehensive overview of the issues and requirements involved in starting or buying a small business. The workshop involves a number of case studies and activities that will highlight areas that require additional planning. The workshop is structured so that you will develop and learn the steps involved in the planning process. By the end of the workshop you will see how the planning steps are integrated to give you a process to produce your own business plan.	Nicholson Retreat Hotel, Princes Hwy	Melissa Bentzen – 5153 9500	2.00pm – 4.00pm	\$30.00
18 June	Get your business organised seminar: Time management and efficiency is essential to running a successful small business. This workshop will give you hints and tips to on how to best manage your time, identify time wasting tasks and what you can do to correct them. It will also give you the opportunity of preparing an Action Sheet, which you can apply to your business.	Orbost Shire Offices, Nicholson Street	Melissa Bentzen – 5153 9500	4.30pm – 6.30pm	\$20.00

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12 August	Profit in your Business seminar: This seminar will show participants how to calculate profit margins, mark up and break even analysis from the financial information in their business. They will learn the impact of discounting on their profit and how to manage business expenses efficiently. The financial statements will be explained and ratio analysis will be taught to enable participants to benchmark their business.	Bairnsdale Corporate Centre, 273 Main Street	Melissa Bentzen – 5153 9500	4.30pm – 6.30pm	\$20.00
15 September	Marketing Basics seminar: Small businesses that succeed know the importance of marketing. This seminar will provide you with a basic understanding of the key principles behind promoting your business to increase profits and retain customers. It will provide practical tips and ideas, which can be put into practice immediately.	Hilltop Hotel, Day Ave, Omeo	Melissa Bentzen – 5153 9500	4.00pm – 6.00pm	\$20.00
19 November	Your Business Online seminar: Is your business working online? If not this seminar will provide techniques to improve the listing of your website in search engines. You will learn valuable tips on choosing key words, submitting your website to search engines, how competitors get their websites listed and what page titles are important. It will also teach you how to approach search engine companies and show them exactly how you want your website to look. This seminar is ideal for businesses with an existing web site presence.	Shire Offices, 55 Palmers Road, Lakes Entrance	Melissa Bentzen – 5153 9500	4.30pm – 6.30pm	\$20.00