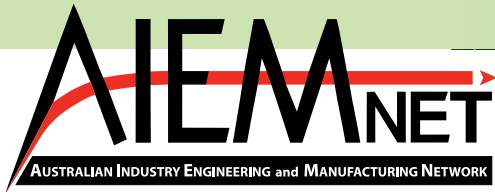


Embracing Business Online



- **Develop a web strategy to support your business goals**
- **Grow your web presence**
- **Personal mentoring**
- **Online workshops**
- **Unfold the power of the internet for your business**

**HERVEY BAY workshops
commence Friday
12th November 2010**

The Australian Industry Engineering and Manufacturing Network Cooperative Limited (AIEMnet) is supporting the delivery of this exciting new program for all small businesses.

'Embracing Business Online' assists businesses in regional and rural Queensland to get their business on the web and embrace online technologies.

This program will allow you to improve your skills to build your online presence, increase web usage, bring more customers to your website and engage in e-commerce.

Highly experienced web and business trainers will deliver a series of four informative full-day workshops in an easy-to-follow format. They will also provide valuable one-on-one mentoring to focus on your business plus online webinars.

Let us help you unfold the power of the internet for your business.

The Embracing Business Online program is an Australian Government initiative funded under the Small Business Online program representing outstanding value. Places are strictly limited.

"It's really interesting and helpful" Beth Stewart- Paul Boland Auto Electrical – Caboolture.

"Relevant and user friendly information I can take back to the business and apply immediately"
Donna Wilkins – Pest Care – Buderim

"Anyone in business should attend this course to develop their online presence... highly recommended"
Phil Hall - HiTech Electrical Automation – Gympie



Program Overview

Only
\$33
full price

Workshop 1

- Internet, website and webinar overview
- Critical factors for your business website
- Establishing your website goals and objectives
- Defining your target markets

Workshop 2

- Customer Relationship Management (CRM) Software
- Using video online
- Social Media
- Business Planning

Workshop 3

- Marketing your website including Search Engine Optimisation
- Writing for the web
- Your website's look and feel
- Defining your website's site map and navigation

Workshop 4

- Online sales
- Newsletters
- Email marketing
- Maintaining your website



- All workbooks and materials are supplied. The program features individual mentoring for all participants.
- Register your interest today to avoid disappointment as numbers are limited.
- Please note: These seminars are only available to small business owners and/or managers. The heavily subsidised cost of this program is only \$33 per person and offers excellent value.
- TO REGISTER FOR THIS EXCITING PROGRAM, PLEASE PHONE PETER, BELINDA OR HELEN AT AIEMnet ON 4121 7856, OR GO TO OUR WEB SITE www.aiemnet.com AND COMPLETE THE "EXPRESSION OF INTEREST" ONLINE, OR EMAIL projects@aiemnet.com



Supported by



An Australian Government Initiative

AusIndustry

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