



Essentials for business success

The Department of Employment, Economic Development and Innovation invites you to take part in a comprehensive activity-based workshop series. Essentials for business success is made up of the following seminar and workshops which build on each other and are designed to provide you with further information, strategies and practical examples as you move through the series.

Planning your successful business

Tuesday 30 August 2011

This seminar will assist you to develop a practical action plan to implement in your business. This workshop will give you an opportunity to work through the business planning process and determine what you will need to include in your business action plan.

Financial management: back to basics

Tuesday 20 September 2011

This seminar will cover the basics of understanding and interpreting your key financial statements, and implementing key systems and processes related to the financial management of your business. Topics include the importance of financial management and accounting statements, terminology and concepts.

Financial management: the how to

Tuesday 11 October 2011

At this seminar you will be shown how to improve your business performance by developing a budget and cash flow, and monitoring your business using key financial statements. Topics include budget concepts, profit drivers and financial statements, and how to use financial information to develop business improvement strategies.

Improve your business performance

Tuesday 8 November 2011

This seminar will provide you with the information you need to develop a profitable business. Topics include factors driving turnover and profit, setting your profit goal and developing an action plan.

Attracting new customers to your business

Tuesday 22 November 2011

This seminar will give you the knowledge and skills you need to attract more customers and improve your business' profitability. Topics include growing your customer base, customer service strategies and converting new prospects to customers.

Retaining your profitable customers

Tuesday 13 December 2011

By giving you the knowledge and skills needed to retain your existing customers and to get more out of them this seminar will help to improve your business' profitability. Topics include the long term benefits of retaining customers, building customer loyalty and increasing the frequency, size and value of customer transactions.

Workshop details

Venue: Mantra Hervey Bay
Buccaneer Drive, Urangan
Hervey Bay

Time: 2.00 pm to 5.00 pm

Cost: \$44.00 (incl. GST*) per person

To register and for more information please contact the Maryborough Service Centre of the Department of Employment, Economic Development and Innovation:

PO Box 537
Maryborough Qld 4650

Telephone: 07 4121 1780
Facsimile: 07 4123 1874
Maryborough@deedi.qld.gov.au



Payment and registration form

Please ensure completed registration forms are received by fax or post no later than three working days prior to the workshop/seminar you wish to attend.

Registration information

First name (Mr/Mrs/Miss/Ms)	Surname
Position title	
Additional attendees (name and title)	
Business name	
Brief description of your business	
Street address	
Postal address	
State	Postcode
Web address	
Telephone	Facsimile
Email	Mobile

I would like to attend the following workshop/s:

- | | |
|--|--|
| <input type="checkbox"/> Planning your successful business
Tuesday 30 August 2011 | <input type="checkbox"/> Improve your business performance
Tuesday 8 November 2011 |
| <input type="checkbox"/> Financial management: back to basics
Tuesday 20 September 2011 | <input type="checkbox"/> Attracting new customers to your business
Tuesday 22 November 2011 |
| <input type="checkbox"/> Financial management: the how to
Tuesday 11 October 2011 | <input type="checkbox"/> Retaining your profitable customers
Tuesday 13 December 2011 |

Payment method

Tax invoice: Where an individual registration is less than \$1,000 (incl. GST*) this document becomes a tax invoice for GST purposes upon completion of payment. ABN 24 830 236 406

- Cheque[†] Money order[†] Visa MasterCard

[†]Cheques and money orders to be made out to DEEDI.
Please note Amex and Diners Cards are not accepted.

Please charge my credit card for the amount of \$ _____

Card no.

ccv**:
 ** ccv is the last three digits on the signature panel at the back of your card

Name on card (print) _____ Expiry date / / _____

Cardholder signature _____ Date / / _____

The Department of Employment, Economic Development and Innovation is collecting information, including personal information, on this form for the purpose of registration to attend business workshops and seminars run by the Department's Centres. The information on this form will not be disclosed to any third parties, unless authorised or required by law. Workshops may be cancelled if registration levels are not met. You will be notified of alternatives available to you.