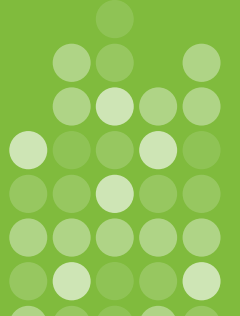


# Building your online business

The Department of Employment, Economic Development and Innovation invites you to take part in a comprehensive, activity-based workshop series where you will learn how to increase business profitability using website technology.



## What about online: beginner's basics

Wednesday 24 November 2010

Presented by Robert Rutten of Rutten Technologies

This session will demystify the myths and clarify the terms generally used in relation to online businesses. From differentiating between business and domain names, email and web hosting, to the dos and don'ts of being online, this session will help you choose the right tool for the job.

## Making online business work

Thursday 25 November 2010

Presented by Emmy Kerrigan of Atlas Projects

This session will work through identifying a clear, comprehensive, strategic implementation plan. By identifying your key business needs to succeed and incorporating them with your online strategy, you are better prepared for a more effective online presence. Understand how having an online strategy can create an active marketing channel for your business and how this can help to achieve your business goal.

## Social media for business

Wednesday 1 December 2010

Presented by Nicky Jurd of Precedence

This session will examine the various social media tools available and how you can best use these tools to market your business. Examine reputation management and how to avoid the mistakes businesses often make while marketing in the social arena. Explore Twitter, Facebook, blogs and review websites such as TripAdvisor.

## Where to from here

Thursday 2 December 2010

This session will review the content covered in the previous three workshops. Attendees will be provided with a workbook to help prepare for the further advance of their online business. This session will have all three presenters available to address any questions.

**Cost:** \$33.00 (incl GST\*) per workshop

**Time:** All workshops held from 5.30pm – 8.30pm

**Venue:** Ground floor, Corner Grafton and Hartley Streets, Cairns

**Telephone:** 07 4048 1111

**For more information contact: 1300 363 711**

**or visit [www.business.qld.gov.au](http://www.business.qld.gov.au)**

## Register now

Title (please circle) Mr Mrs Ms Miss

Name

Business name

Postal address

State  Postcode

Telephone

Mobile

Facsimile

Email

Website

- What about online: beginner's basics**, Wednesday 24 November 2010
- Making online business work**, Thursday 25 November 2010
- Social media for business**, Wednesday 1 December 2010
- Where to from here**, Thursday 2 December 2010

Cheque\*  Visa  Mastercard  Money order

\* cheques and money orders to be made out to *Department of Employment, Economic Development and Innovation*

No.

Card holder signature:

Expiry date:

Name on card (print):

Total payment:

To register complete the registration form and return to:

**Facsimile:** 07 4048 1122

**Email:** [businessassist.cairns@deedi.qld.gov.au](mailto:businessassist.cairns@deedi.qld.gov.au)

**Post:** Department of Employment, Economic Development and Innovation

PO Box 2358, CAIRNS QLD 4870

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