

Take your business to the next level with **Ideas2Market**

Ideas2Market Small Business Workshops

Since 2005, the Ideas2Market small business program has assisted more than 1,000 entrepreneurs and small business owners to take their ideas to market.

An initiative of the Queensland Government's Department of Tourism, Regional Development and Industry, the Ideas2Market small business program is delivered by the AIC to provide innovators and small-to-medium-enterprises (SMEs) with information and skills to improve their competitive advantage.

The Ideas2Market program consists of two distinct workshops to cater for those who are looking to start

a business or progress an invention, as well as existing businesses that are looking to grow, improve and foster sustainability.

These workshops are delivered around Queensland by the AIC's experienced facilitators and include a range of guest speakers including patent attorneys and real-life business case studies.

How do I register?

Simply fax your completed registration form to **07 3853 5226**, email **ideas2market@ausicom.com** or for further enquiries please call **07 3853 5292**.

Workshop Overview

Ideas2Market Introductory: Taking an innovative idea to market

This one-day workshop is a comprehensive introduction to starting a business and taking an innovative idea to market. It is designed for those who would like to start a business, novice inventors, or those with early-stage business ideas.

Topics include, but are not limited to: determining feasibility, business planning, intellectual property, market research and entry strategies for start-ups, accessing funding, government grants and commercialisation pathways.

Ideas2Market Master Class: Strategic innovation for growing businesses

This one-day master-class is designed for existing business owners who wish to take their company to the next level, who are considering export or are past Ideas2Market participants.

Topics include, but are not limited to: preparing for growth, building the brand, business model innovation, new product development, strategic management of intellectual property assets, exporting and funding for growth.

*each workshop costs \$110 (inc. GST) per person which includes catering on the day and all course materials.

For more information please visit www.ideas2market.com.au or contact the Education and Events Coordinator on 07 3853 5292 or ideas2market@ausicom.com



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2009 Workshop Dates

Ideas2Market Introductory Workshop

- Mt Isa - 17 February 2009
Venue: All Seasons Mt Isa Verona
- Mackay - 24 February 2009
Venue: Mackay Grand Mercure Suites
- Gold Coast - 11 March 2009
Venue: Arundel Hills Country Club
- Townsville - 24 March 2009
Venue details TBC
- South Brisbane - 21 April 2009
Venue: Brisbane Technology Park, Eight Mile Plains
- North Brisbane/Caboolture - 29 April 2009
Venue: Pathways North Lakes
- Cairns - 5 May 2009
Venue: The Sebel Harbourlights Resort, Cairns

Ideas2Market Master Class Workshop

- South Brisbane - 6th May 2009
Venue: Brisbane Technology Park, Eight Mile Plains
- Gold Coast - 19 May 2009
Venue: Arundel Hills Country Club
- North Brisbane/Caboolture - 27 May 2009
Venue: Pathways North Lakes

Please Note: All workshops run from 8.30am to 5pm

Ideas2Market is an initiative of the Queensland Government's Department of Tourism, Regional Development and Industry and is delivered by the Australian Institute for Commercialisation.

Registration Form

Which workshop will you be attending?

Personal details

Name _____
Position _____
Company name _____
ABN _____
Mailing address _____
Postcode _____
Work/Bus Phone No _____
Email _____
Dietary or other requirements _____
Additional attendee/s _____

Your payment \$110 (inc. GST)

Please find a cheque for \$ _____
enclosed – made payable to
the Australian Institute for Commercialisation

Please charge my credit card for \$ _____

Visa Mastercard

Credit Card Number _____ / _____ / _____ / _____

Expiry date _____ / _____ / _____

Cardholder's name _____

Cardholder's signature _____

How did you hear about this event? _____

If you need to cancel

If you cancel 14 days before the workshop we will refund your course fee minus a \$22.00 (including GST) administration fee. If you cancel less than 14 days before the workshop we cannot refund your course fee, but you can send someone else in your place.

Please note we cannot permit entry to workshops without prior payment.

Tax invoice ABN 70 100 485 407

PLEASE RETAIN A COPY OF THIS FORM AS A TAX INVOICE FOR ACCOUNTING PURPOSES.

