

## MASTERCLASS WORKSHOP PROGRAM – CAIRNS

**DATE:** Friday 19 March 2010  
**TIME:** 8:30am – 5:00pm  
**VENUE:** Shangri La Hotel, Pierpoint Road, Cairns QLD



TIME	AGENDA
8:30am – 9:00am	<b>Registration and Coffee</b>
9:00am – 9:15am	<b>Opening Address</b>
9:15am – 10:15am	<b>Module One: Preparing for Growth</b> <i>AIC Facilitator</i> <ul style="list-style-type: none"> <li>Keys to sustaining innovation and growth</li> <li>Key human resource issues</li> <li>The importance of procedures</li> </ul>
10:15am – 10:45am	<b>Module Two: Strategies for Growth</b> <i>AIC Facilitator</i> <ul style="list-style-type: none"> <li>Exporting, Franchising and Expanding</li> </ul>
10:45am – 11:15am	<b>Morning Tea and Networking</b>
11:15am – 12:00pm	<b>Module Three: Innovation and New Product Development</b> <i>AIC Facilitator</i> <ul style="list-style-type: none"> <li>Innovation in your business</li> <li>Three horizons approach</li> <li>Product development cycle</li> </ul>
12:00pm – 12:15pm	<b>Case Study – New Product Development</b>
12:15pm – 1:00pm	<b>Module Four: Strategic IP Management</b> <i>AIC Facilitator</i> <ul style="list-style-type: none"> <li>What is IP?</li> <li>Strategic IP management</li> </ul>
1:00pm – 1:30pm	<b>Lunch and Networking</b>
1:30pm - 2:00pm	<b>Module Five: How to build your brand</b> <i>AIC Facilitator</i> <ul style="list-style-type: none"> <li>Understanding your brand</li> <li>Building and protecting your brand</li> </ul>
2:00pm – 2:30pm	<b>Module Six: Cost effective marketing</b> <i>AIC Facilitator</i> <ul style="list-style-type: none"> <li>Understanding your market</li> <li>Low cost ways to get your message out – introduction to digital marketing</li> </ul>
2:30pm – 2:45pm	<b>Workshop Session – Creative Marketing</b> <i>AIC Facilitator</i> <ul style="list-style-type: none"> <li>Market outside the box</li> </ul>
2:45pm – 3:45pm	Case Study – Growing a business

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3:15pm – 3:45pm	<b>Afternoon Tea and Networking</b>
3:45pm – 4:15pm	<b>Module Seven: Funding for Growth</b> <i>AIC Facilitator</i> <ul style="list-style-type: none"> <li>▪ Capital raising options</li> <li>▪ What to look for in collaborative partnerships</li> <li>▪ Grants and Government Assistance</li> </ul>
4:15pm – 4:45pm	<b>AusIndustry Presentation</b>
4:45pm – 5:00pm	<b>Module Eight: Resources to help you</b> <i>AIC Facilitator</i> <ul style="list-style-type: none"> <li>• Where to go for help</li> <li>• Wrap up and questions</li> </ul>