

Grow your business using technology

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.



Beginner's ICT workshop: planning for an online business

Thursday 23 July 2009

This workshop looks at developing a clear and comprehensive online business plan before you design your new website. By understanding your company's needs and incorporating them into an online strategy, you will be better prepared for a more effective online presence that will grow your business.

Advanced ICT workshop: developing your online business

Thursday 30 July 2009

What are you going to do to make your web presence more productive? This website considers how to use your website as a marketing tool and discusses online transaction security. Discover how you can turn your digital brochure into an active marketing channel by continuously measuring and developing your online business to drive real results.

Beginner's ICT workshop: search engine marketing

Thursday 6 August 2009

An attractive and informative website is a good start but it may not be enough to take full advantage of what the web can do for your business. Learn how to use your website to track your customers and understand their needs.

Advanced ICT workshop: evaluating your online business

Thursday 13 August 2009

Do your potential customers find your or your competitors website in search engines? How much business did that \$30,000 directory listing return? What do people really think of your website? We will explore how you can better market your business, both off and online, and test your website to see if it's making the grade.

Cost: \$33 (incl GST*) per workshop

Time: All workshops held from 5:30pm – 8:30pm

Venue: Ground floor, cnr Grafton and Hartley Streets, Cairns

Telephone: 07 4048 1111

Email: businessassist.cairns@deedi.qld.gov.au

For more information contact: 1300 363 711 or visit www.business.qld.gov.au

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 seminars run by the Department of Employment, Economic Development and Innovation 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 by a Departmental Officer of alternatives available to you.

Register now

Title (please circle) Mr Mrs Ms Miss

Name

Business name

Postal address

State

Postcode

Telephone

Mobile

Facsimile

Email

Website

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Thursday 23 July 2009
- Advanced ICT workshop: developing your online business**
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Cheque* Visa Mastercard

* 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:

Pre-payment is required for all workshops and a tax invoice will be issued to confirm your registration.

OR post to: Department of Employment, Economic Development and Innovation
PO Box 2358
CAIRNS QLD 4870