






SPECIAL HALF PRICE \$395 RATE

BUSINESS CONNECT presents an outstanding one-day interactive workshop

TECHNOLOGY TO DRIVE GROWTH

New business technology solutions, strategies and trends to help you

-  Increase profitability and scalability in operations and acquisition
-  Diversify your revenue streams by growing your business online
-  Personalise your customer experience using technology
-  Decide how to invest in technology and what is right for your business
-  Maximise efficiencies, boost productivity and stay ahead of the competitors

Thursday 18 February 2010, Sydney Convention Centre

Featuring Mike Walsh, PLUS many of Australia's leading technology experts:



CEO of innovation research agency Tomorrow and a leading authority on the digital future



Stephen Collins
Social Media



Stephen Belfer
CRM Systems



Kate Carruthers
Engagement Marketing



Mick Liubinskas
Growing Your Business Online

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Technology to Drive Growth and Profitability

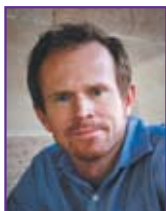
Keynote Speakers



8:30 - 9:10 FUTURETAINMENT – The New Media Revolution

Mike Walsh, CEO of innovation research agency Tomorrow and leading authority on the digital future

Welcome to the Revolution. From the wild copyright warzones of Asia to the newly colliding forces of Silicon Valley and Hollywood, the media landscape is being reshaped by audiences more capable and connected than ever before. Movies, TV shows, music, books and newspapers – nothing will stay the same. For content creators and brand marketers alike, understanding the new rules of engagement will be essential for both success and survival.



9:10 - 9:30 Your Business Online: Growth and Depth

Mick Liubinskas, Founder, Pollenizer

Mick will provide an overview of the changing landscape of doing business online and cover the following:

- Examples of business doing innovative things online
 - The risks of NOT participating in the conversation
 - Mobilenets, Intranets, extranets and profitnets
 - The one thing you must do
-



9:30 - 9:50 Using mobile phone technology to help your business grow

Phillip Wise, Sales Director, Small & Medium Business, Optus

Mobile phones are no longer a luxury but a smart investment tool for small business.

Mobile technology opens up a world enabling you to grow your business and move ahead of the competition in the new decade. Find out how the next generation smartphones and business specific data applications make it easier to do business anytime, anywhere.



9:50 - 10:10 Mobile Ubiquity and the Smartphone Revolution: Getting on the Front Foot for Growth

Tim Parsons, Director of Product Development, Quickflix.com.au

Mobile penetration is well over 100%, 30% of new phones sold are smartphones, and over 1 million iPhones are already in the market. Welcome to Australia 2009.

- The whole landscape is changing fast - what does the future look like?
 - Get to grips with the reality of today's connected behaviours
 - Are you ready to communicate with your customers via mobile?
 - Understand the growth-role mobile can play in your business
-



10:10 - 10:30 Wherever Your Customers are - Stay Connected

Ben Swanson, Director Small to Medium Enterprise Solutions, Avaya

Keeping your employees and your customers connected is a challenge for every growing business - especially when your workforce is spread across the country. This presentation will discuss the benefits of next generation telephone systems that can:

- Give your customers one phone number to reach your staff wherever they are
 - Provide work-from-home flexibility - without sacrificing productivity
 - Reduce travel costs with easy and affordable conferencing
 - Lower your phone bills, and deliver a fast return on your investment
-



11:00 - 11:20 Web Software: Avoiding the Integration Hangover

Geoff Mcqueen, Managing Director, Hiive Systems

An increasing number of new, powerful and inexpensive services have sprung up online, providing a whole range of easy-to-use tools for your business. Unfortunately, the new 'happy hour' is causing more and more companies to wake up with a headache – the money saved using these services is being outweighed by the efficiency costs of trying to tie everything together. In this talk, we'll cover how to avoid the integration hangover.



11:20 - 11:40 CRM – Strategies, Systems and Data for World Domination

Stephen Belfer, Managing Director, YTEchnics

An expert in CRM systems, Stephen will show you how to design and implement effective workflows for integrating CRM into the fabric of any business. Explore the strategic implications for CRM for 'global start-ups' and see how Australian SMEs can compete in world markets by using the best practice CRM to connect to prospective customers anywhere in the world. Learn from a case study taken from the hi-tech space that will bring it all together so you can get started on improving your own systems straight away.

Streamline and integrate your business systems



11:40 - 12:00 Understanding the Search Engine

Sam Shetty, Online Business Advisor, Netregistry

In this session you will learn how search engines work, how modern consumers use them, and how businesses can harness them to triple sales and exposure.

- The science of search engines
- What is Search Engine Optimisation
- A do-it-yourself SEO check
- Search engine analytics



12:00 - 12:20 Engagement Marketing

Kate Carruthers, Digital Business Group Pty Ltd

Using technology to personalise the customer experience - practical steps for your business:

- Customer relationship management - is it really just a system?
- Social media and social networking - are they really critical business tools?
- What are the essential customer engagement technologies and techniques for a growing business?



12:20 - 12:40 How to 'Webinar' Your Way to Success

Michael "MC" Carter, Co-founder, Business Fitness

Case Study: How Business Fitness Transformed Their Sales & Marketing Activities with Web Conferencing

Join Michael 'MC' Carter and learn how he used white papers, webinars and over-the-web sales meetings to triple sales in the first 12 months of applying an educational, value-adding approach to the company's marketing and sales processes. Web conferencing is a high leverage tool that works best within a carefully structured sales process designed to add value to clients each step of the way. In this presentation, you'll learn important Do's and Don'ts for effectively using webinars as a key part of your marketing mix.



12:40 - 1:00 An Insider's Guide to Evaluating Technology

Tim Molloy, General Manager, MYOB

One of the challenges that all businesses will face is choosing and evaluating the right technology to meet the demands of their growth. This presentation will provide an insider's view on how businesses of all sizes can choose and evaluate technology successfully. With over 20 years experience in building, buying, supplying and selling technologies internationally, Tim will provide you with some great insider's advice on how to make your next technology evaluation and investment successful.



1:45 - 2:05 Cluetrains, Conversations, Trust and Openness

Stephen Collins, Founder, acidlabs

All around the world, people are spending more and more time online, building networks of connection that advise, guide and influence each other in compelling and powerful ways. It's exactly what we've always done as humans, but the scale is now almost infinitely larger and more powerful. Smart businesses are getting in on the action, opening up, engaging with their communities and customers. Is your business smart in this way? If not why not? What's stopping you?

Stephen Collins will take attendees through the massive cultural and technological shift for business that accompanies participation in the world of social media - group action, movements for change, personal power and why even just one voice is powerful enough to affect a major company.

WHY SHOULD YOU ATTEND?

- Have you outgrown your current applications and are frustrated with the inefficiencies of your systems?
- Are you ready to take your business to the next level by investing in technology?
- Are you at a stage where you want to improve profitability and scalability of your business?
- Are you looking for ways to maximise your online presence and build new revenue streams?

If you have said YES to any of these questions you cannot afford to miss this event.

Technology to Drive Growth and Profitability

In this highly interactive one-day workshop you will hear from leading experts who will help you build an IT framework and invest in the next stage of technology and systems for your business.

This event will help to answer the following critical questions:

- How do I know what technology is right for my business?
- When is a good time to implement?
- How much will it cost?

The one-day seminar will comprise of:

- Case studies and expert presentations of highly successful businesses designed to illustrate real-world examples of best practices in the use of technology and processes to achieve goals
- Keynote presentations by thought leaders taking an overview approach on hot topics and issues of the day
- Demonstrations – how to/practical application of the latest technology
- Round table discussions – an opportunity to interact with other business owners on their experiences with technology and ask the experts questions relevant to your business

Takeaways

Delegates will receive checklists, frameworks, guidelines, resources and diagnostic tools that will help facilitate immediate implementation of strategies and systems.

REGISTRATION FORM

4 WAYS
to register

ONLINE: www.businessconnect.com.au TEL: 1300 721 778
FAX: 1300 723 779 MAIL: Business Connect (Australia) Pty Ltd
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Where did you hear about the seminars? Stephen Collins

Promotional Code (if applicable): **ACIDLABS**

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Technology to Drive Growth (8:30am - 5:00pm)

- Standard Workshop Fees \$895 inc GST
 Business Connect Member/Past Attendee Rate* \$795 inc GST
 Acidlabs Half Price Rate \$395 inc GST

* Fees applicable if you have attended any of Business Connect's events or if you subscribe to Business Connect's e-newsletter (www.businessconnect.com.au)

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YES! I wish to receive further information from Business Connect and its sponsors on events and resources that will help my business

TECHNOLOGY TO DRIVE GROWTH

WORKSHOP INFORMATION

DATES & VENUES

Date: Thursday 18 February 2010
Venue: Sydney Convention Centre
Timing: 8:30am – 5:00pm

SEMINAR FEES INCLUDE

- Workbook and notes
- Working lunch, morning and afternoon tea

GROUP DISCOUNTS

Group Discounts are available for six registrations or more from the same business

CONFIRMATION

Registration will only be accepted and confirmed once full payment has been received.

Confirmation of your registration, tax invoice and ticket will be sent once payment has been received.

CANCELLATION POLICY

Tickets are strictly non-refundable. If you are unable to attend a substitute is welcome at no extra charge.

PRIVACY CLAUSE

In registering for these seminars relevant details will be made available to parties directly related to the seminar including Business Connect, and key sponsors.

I do not wish my details to be added to this database.

Information is correct at the time of going to print. Organisers reserve the right to change the program if necessary.

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