

NSI 2018-19

Business workshop series

HELD FROM

17 October to 8 May on Wednesdays

(excluding school holidays)

9am – 11am : Beginner Series

11.30am – 1.30pm : Mastermind workshops

WHERE

Banksia Room

Point Lookout Bowls Club

**75 Point Dickson Way, Point Lookout
North Stradbroke Island**

Facilitators

Tony Curl – Marketing and Business Growth

Steve Fallon – Digital Business

WWW.STRADBROKEISLAND.COM

**HANDS ON INTERACTIVE
WORKSHOPS DESIGNED TO WORK ON
YOUR BUSINESS TODAY!**

**NSI LOCAL
BUSINESS
OWNERS**

RSVP ESSENTIAL

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Morning tea provided

**BROUGHT TO YOU
BY**

**Straddie Chamber of
Commerce**

**Department of State
Development,**

Manufacturing,

Infrastructure and

Planning

BEC – Brisbane Metro

**(Career Employment
Australia Ltd)**

WORKSHOPS

Business planning

Marketing planning

Website strategies

Social media

Email marketing

Traffic generation

Workshop schedule 2018 -2019

All workshops run on Wednesdays: New Group 9am, Return Group 11.30am (Morning tea provided)

Banksia Room, Point Lookout Bowls Club, 75 Point Dickson Way, Point Lookout

Date & Time	Topic	Facilitator
WEDNESDAY 17 October 9-11 am Beginner Group	Website use – covering the basics: Domain names, website hosting, website platforms, website data, forms, pop-ups and insight into your analytics. Focus from an info site to a marketing “Your website must work for your business!”.	Steve Fallon
WEDNESDAY 17 October 11am for 11.30 - 1.30 pm Mastermind Group	Mastermind workshop – for past workshop participants to continue developing their online strategy and implementation.	Steve Fallon
WEDNESDAY 24 October 9-11 am Beginner Group	Business plan health check – hands on workshop assessing and reviewing the current business plan. Once we work through the current reality, we will work on setting goals and key performance indicators for the business and plot a path for growth.	Tony Curl
WEDNESDAY 24 October 11am for 11.30 - 1.30 pm Mastermind Group	Mastermind workshop – for past workshop participants to continue developing their business and marketing strategy and implementation.	Tony Curl
WEDNESDAY 31 October 9-11 am Beginner Group	Website use – intermediate level: Using forms to harvest email, retargeting and remarketing setup, analytics, keyword optimisation, mobile responsiveness, page-load speed, video usage, integrations (TripAdvisor, YouTube, etc.), ecommerce, online bookings, reviews etc. "Your website is the marketing hub of your business".	Steve Fallon
WEDNESDAY 31 October 11am for 11.30 - 1.30 pm Mastermind Group	Mastermind workshop – for past workshop participants to continue developing their online strategy and implementation.	Steve Fallon
WEDNESDAY 7 November 9-11 am Beginner Group	Traffic generation and analytics – the basics: Search engine traffic (Google My Places), search engine optimisation (SEO) basics (understanding "on-page" and "off page" optimisation and the importance of both), analytics basics and keyword research basics. Starting a blog (if applicable to the business).	Steve Fallon
WEDNESDAY 7 November 11am for 11.30 - 1.30 pm Mastermind Group	Mastermind workshop – for past workshop participants to continue developing their online strategy and implementation.	Steve Fallon
WEDNESDAY 14 November 9-11 am Beginner Group	Traffic generation and analytics – intermediate: Search engine traffic (competitor research – tracking rankings, etc.), search engine optimisation (SEO) intermediate (implementing "on-page" and "off page" optimisation strategies), analytics and search console. Blogging with video.	Steve Fallon
WEDNESDAY 14 November 11am for 11.30 - 1.30 pm Mastermind Group	Mastermind workshop – for past workshop participants to continue developing their online strategy and implementation.	Steve Fallon
WEDNESDAY 21 November 9-11 am Beginner Group	Getting the message right – Part 1: If you are looking to market your business better and more effectively, your plan starts from a base. This workshop will work through the basis of your marketing message by diving into your unique selling proposition, ideal customer and target customer with SWOT /TOWS analysis, competitor analysis.	Tony Curl
WEDNESDAY 21 November 11am for 11.30 - 1.30 pm Mastermind Group	Mastermind workshop – for past workshop participants to continue developing their business and marketing strategy and implementation.	Tony Curl

Date & Time	Topic	Facilitator
WEDNESDAY 28 November 9-11 am Beginner Group	Getting the message right – Part 2: A continuation of the first workshop, this will further define your marketing message by diving deeper into your unique selling proposition, ideal customer and target customer. We will also revisit your competitor analysis to assist you in developing ideas for your marketing strategy.	Tony Curl
WEDNESDAY 28 November 11am for 11.30 - 1.30 pm Mastermind Group	Mastermind workshop – for past workshop participants to continue developing their business and marketing strategy and implementation.	Tony Curl
WEDNESDAY 6 February 2019 9-11 am Beginner Group	Marketing strategy – Part 1: After working through the “Getting the message right” workshops and with a solid base, this workshop introduces a 12-month marketing strategy. This workshop provides the opportunity to develop a broad 12-month strategy of marketing for your business both offline and online.	Tony Curl
WEDNESDAY 6 February 11am for 11.30 - 1.30 pm Mastermind Group	Mastermind workshop – for past workshop participants to continue developing their business and marketing strategy and implementation.	Tony Curl
WEDNESDAY 13 February 2019 9-11 am Beginner Group	Social media: Steve explains the basic marketing applications of social media platforms – Facebook, Instagram, Pinterest, YouTube, Twitter, LinkedIn – proper setup of profiles, and posting options with resources and worksheets to help you work through these.	Steve Fallon
WEDNESDAY 13 February 11am for 11.30 - 1.30 pm Mastermind Group	Mastermind workshop – for past workshop participants to continue developing their online strategy and implementation.	Steve Fallon
WEDNESDAY 20 February 2019 9-11 am Beginner Group	Marketing strategy – Part 2: This workshop ramps up to work through a 12-month marketing strategy. This workshop provides the opportunity to develop a broad 12-month strategy of marketing for your business both offline and online.	Tony Curl
WEDNESDAY 20 February 11am for 11.30 - 1.30 pm Mastermind Group	Mastermind workshop – for past workshop participants to continue developing their business and marketing strategy and implementation.	Tony Curl
WEDNESDAY 27 February 2019 9-11 am Beginner Group	Social media: Intermediate focus to really refine the target audience and different methods including Facebook groups, hashtags, user generated content, viral posts, competition marketing (the right way) scheduled posts, Facebook messenger.	Steve Fallon
WEDNESDAY 27 February 11am for 11.30 - 1.30 pm Mastermind Group	Mastermind workshop – for past workshop participants to continue developing their online strategy and implementation.	Steve Fallon
WEDNESDAY 6 March 2019 9-11 am Beginner Group	Strengthen your business – what risks are evident in your business set-up? Customer risk? Safety risk? Compliance risk? Profitability risk? Growth risk? Intellectual property risk? Using a range of tools, we will explore the reality of business risk and help set and support strategy to minimise business risk.	Tony Curl
WEDNESDAY 6 March 11am for 11.30 - 1.30 pm Mastermind Group	Mastermind workshop – for past workshop participants to continue developing their business and marketing strategy and implementation.	Tony Curl

Date & Time	Topic	Facilitator
WEDNESDAY 13 March 2019 9-11 am Beginner Group	PPC – pay per click and search engine marketing (SEM): - Google AdWords Basics, setting up an AdWords account, terminology – return on investment and measurement. Facebook Ads Basics, local targeting. Ad types. Basic understanding of dos and don'ts of paid ads.	Steve Fallon
WEDNESDAY 13 March 11am for 11.30 - 1.30 pm Mastermind Group	Mastermind workshop – for past workshop participants to continue developing their online strategy and implementation.	Steve Fallon
WEDNESDAY 20 March 2019 9-11 am Beginner Group	Business plan on one page – Part 1: In this workshop, Tony will introduce the business plan on a page model (and its importance) – a business canvas to provide immediate clarity for the business owner/ manager on all aspects of the business. This plan is flexible and simpler to implement and adjust in line with your business.	Tony Curl
WEDNESDAY 20 March 11am for 11.30 - 1.30 pm Mastermind Group	Mastermind workshop – for past workshop participants to continue developing their business and marketing strategy and implementation.	Tony Curl
WEDNESDAY 27 March 2019 9-11 am Beginner Group	Email marketing basics: The different types of customer relationship managements (CRMs) and their effectiveness and how to integrate a CRM with your website. Basic newsletter generation and email sequences. Creating an email following. Email marketing within the SPAM regulations.	Steve Fallon
WEDNESDAY 27 March 11am for 11.30 - 1.30 pm Mastermind Group	Mastermind workshop – for past workshop participants to continue developing their online strategy and implementation.	Steve Fallon
WEDNESDAY 3 April 2019 9-11 am Beginner Group	Business plan on one page – Part 2: In this hands-on workshop, Tony will work with you to refine your business plan on the one page business canvas building on the previous workshop activities. Tony will also explain how to adapt the plan with changes and growth.	Tony Curl
WEDNESDAY 3 April 11am for 11.30 - 1.30 pm Mastermind Group	Mastermind workshop – for past workshop participants to continue developing their business and marketing strategy and implementation.	Tony Curl
WEDNESDAY 01 May 2019 9-11 am Beginner Group	Digital strategy session: Bringing together a step one development of the digital strategy including an introduction to an online marketing funnels and how all of the platforms interact with each other to build your online strategy for customer growth.	Steve Fallon
WEDNESDAY 01 May 11am for 11.30 - 1.30 pm Mastermind Group	Mastermind workshop – for past workshop participants to continue developing their online strategy and implementation.	Steve Fallon
WEDNESDAY 08 May 2019 9-11 am Beginner Group	Scale and strategy: Structuring your business to grow and to scale is vital for continued success. Systems, forecasts, scaling and structuring for growth are just some of the topics we will work through with this workshop.	Tony Curl
WEDNESDAY 08 May 11am for 11.30 - 1.30 pm Mastermind Group	Mastermind workshop – for past workshop participants to continue developing their business and marketing strategy and implementation.	Tony Curl