

## INTRODUCTORY WORKSHOP PROGRAM – CAIRNS

**DATE:** Thursday 18 March 2010  
**TIME:** 8:30am – 5:00pm  
**VENUE:** Shangri La Hotel, Pierpoint Road, Cairns QLD



TIME	AGENDA
8:30am – 9:00am	Registration and Coffee
9:00am – 9:15am	Opening Address
9:15am – 9:45am	<b>Module One: Taking your idea to market</b> <ul style="list-style-type: none"> <li>• What to do with your great ideas</li> <li>• How to determine feasibility</li> <li>• Different paths to market</li> </ul>
9:45am – 10:30am	<b>Module Two: Strategic Planning for your Business</b> <ul style="list-style-type: none"> <li>• Company structures – which one is right for you?</li> <li>• Analysis and environmental scanning</li> </ul>
10:30am – 11:00am	Morning Tea and Networking
11:00am – 11:45am	<b>Module Three: Marketing your business</b> <ul style="list-style-type: none"> <li>• Identifying your target market</li> <li>• Competitor comparison</li> <li>• Marketing your business</li> </ul>
11:45am – 12:30pm	<b>Case Study</b>
12:30pm – 1:30pm	Lunch and Networking
1:30pm - 2:00pm	<b>Module Four: Business Communication</b> <ul style="list-style-type: none"> <li>• The importance of pitching</li> <li>• Types of pitches</li> <li>• Tools for success</li> </ul>
2:00pm – 2:45pm	<b>Module Five: Protecting your Idea and your Business</b> <ul style="list-style-type: none"> <li>• What is intellectual property (IP)?</li> <li>• Types of IP</li> <li>• How IP creates value in a business</li> </ul>
2:45pm – 3:00pm	<b>Module Six: Business Planning</b> <ul style="list-style-type: none"> <li>• The value of a business plan</li> <li>• What does a business plan involve</li> <li>• Guide to developing a business plan</li> </ul>
3:00pm – 3:30pm	<b>AusIndustry Presentation</b>
3:30pm – 4:00pm	Afternoon Tea and Networking
4:00pm – 4:45pm	<b>Module Seven: Business Finance</b> <ul style="list-style-type: none"> <li>• Profit and Loss</li> <li>• Managing cash flow</li> <li>• Sourcing capital</li> </ul>
4:45pm - 5:00pm	Wrap up and Conclusion