

IDEAS 2 MARKET

A COMPREHENSIVE GUIDE TO STRATEGICALLY GROWING YOUR BUSINESS

The Ideas2Market Masterclass workshop is designed for existing businesses that are looking to grow, improve and foster sustainability

Topics include: preparing strategies for growth, building your brand, cost effective marketing, business model innovation, new product development, strategic management of intellectual property assets, funding for growth and more.

An initiative of the Queensland Government's Department of Employment, Economic Development and Innovation, the Ideas2Market small business workshops are delivered around Queensland by the AIC's experienced facilitators and include a range of guest speakers including patent attorneys and real-life business case studies.

Since 2005, the Ideas2Market small business program has assisted more than 1,000 entrepreneurs and business owners to take their ideas to market.

Limited Seats
REGISTER NOW!

“ The workshop was excellent. It covered so many facets of business experiences by speakers that had been actively involved in business themselves. This made for a really worthwhile educational day. It was also great to meet other business owners and develop future networking contacts. ”

Andrew Gallagher | Lollyworld

- Discover cost effective marketing ideas for your business
- Learn how to prepare your business for growth
- Determine which business model suits your growth strategy
- Explore tools for innovation and new product development
- Strategies to identify and protect your intellectual property

