

MASTERCLASS WORKSHOP PROGRAM – CAIRNS

DATE: Friday 19 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 – 10:15am	Module One: Preparing for Growth <i>AIC Facilitator</i> <ul style="list-style-type: none"> Keys to sustaining innovation and growth Key human resource issues The importance of procedures
10:15am – 10:45am	Module Two: Strategies for Growth <i>AIC Facilitator</i> <ul style="list-style-type: none"> Exporting, Franchising and Expanding
10:45am – 11:15am	Morning Tea and Networking
11:15am – 12:00pm	Module Three: Innovation and New Product Development <i>AIC Facilitator</i> <ul style="list-style-type: none"> Innovation in your business Three horizons approach Product development cycle
12:00pm – 12:15pm	Case Study – New Product Development
12:15pm – 1:00pm	Module Four: Strategic IP Management <i>AIC Facilitator</i> <ul style="list-style-type: none"> What is IP? Strategic IP management
1:00pm – 1:30pm	Lunch and Networking
1:30pm - 2:00pm	Module Five: How to build your brand <i>AIC Facilitator</i> <ul style="list-style-type: none"> Understanding your brand Building and protecting your brand
2:00pm – 2:30pm	Module Six: Cost effective marketing <i>AIC Facilitator</i> <ul style="list-style-type: none"> Understanding your market Low cost ways to get your message out – introduction to digital marketing
2:30pm – 2:45pm	Workshop Session – Creative Marketing <i>AIC Facilitator</i> <ul style="list-style-type: none"> Market outside the box
2:45pm – 3:45pm	Case Study – Growing a business

Continued on second page...

3:15pm – 3:45pm	Afternoon Tea and Networking
3:45pm – 4:30pm	Module Seven: Funding for Growth <i>AIC Facilitator</i> <ul style="list-style-type: none"> ▪ Capital raising options ▪ What to look for in collaborative partnerships ▪ Grants and Government Assistance
4:30pm – 4:45pm	Module Eight: Resources to help you <i>AIC Facilitator</i> <ul style="list-style-type: none"> ▪ Where to go for help
4:45pm – 5:00pm	Wrap Up and Questions <i>AIC Facilitator</i>