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WORKSHOP OUTLINES

Why Go On-Line?

The internet has grown exponentially and has infiltrated just about every facet of our business and personal life. Have you got a business and are unsure of the benefits of taking your business online? Or are you a new business and just not sure where to start with your website? This workshop is for you! This workshop will be an interactive session without the technical jargon, covering:

- What your customers want on your website
- Making money from your website
- Being seen as a credible and trustworthy business.

Internet and Website Basics

Between the bits and the bytes, the domains and the drongo's - the Internet can certainly be a confusing place to the un-initiated. Join Rob Rutten (RuttenTech & the ABC Radio Geek) for a beginners guide to getting started on the Internet. With plain and simple English, Rob will explain what you need to get started, how all the pieces fit together and what you need to watch out for when getting your business on the Information Super Highway. Find out the "least you need to do" to get online, and how to side-step some of the traps for new players on the World Wide Web.

Tourism Marketing On-Line

The session will focus on the specific needs of those attending and present online ideas from a marketing perspective. You'll be able to have many of your questions answered and leave with some easy actions that will make a real difference in promoting your business and your region. There will be ongoing resources provided for you to work through in your own time, and helpline availability for future support. Be sure to RSVP to Russell and we'll see you there!

Participants in these **FREE** workshops are eligible to also get up to 6 hours of individualised support from our IT consultancy panel (conditions apply: businesses must be based in Tablelands Shire or one of the Gulf Shires). The number of businesses that can access this individualised support is limited – first in, first served.

Don't miss this great opportunity!!

For more information on workshop content contact Sue Fairley smallbusiness@gulf-savannah.com.au or 0417 735 724.

Or to book contact Sue Warren info@gulf-savannah.com.au or 4031 1631.

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