

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