



Go Online: A Start-Up Guide for Business

Workshops & Seminars

Is it time your business went online?

The internet has forever changed the way we buy and sell. For the small business owner it is an important way to communicate with customers, sell your products or services and improve the efficiency of your business.

So where do you start?

This seminar will cover all the basics of starting out online including:

- Setting up a website
- Using social media
- E-business basics
- How to find and communicate with your customers online

Host: Greater Shepparton City Council

When: Wednesday 17 April 2013

Time: 6:00pm – 8:00pm

Where: Greater Shepparton Business Centre, 70 New Dookie Road, Shepparton

Cost: \$20 per person

Booking Options:

Event ID: 9701

Phone: Jo Rathjen on 5832 1100

Email: gabc@shepparton.vic.gov.au

Internet: www.business.vic.gov.au/businessesevents

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SMALL BUSINESS VICTORIA

Here's what you'll learn:

At this seminar you will:

- Gain a basic knowledge of computer hardware, software and networking options for conducting business online.
- Understand the key concepts, terminology and how to establish online activity and platforms such as websites, blogs, newsletters and social media.
- Understand the benefits, drawbacks and rules associated with being online.
- Have the confidence to develop a plan to move part or all of your business online.

When you attend this workshop you'll receive:

- a **workbook packed full of information** and containing real-life case studies and practical website exercises
- **tips, tricks and action plans** to get your business up and running online
- **the opportunity to meet, network and interact** with like-minded people in a variety of industries, often from your local area

Who should attend?

This workshop is invaluable for small business owners who want to get their business online.

About your workshop leader:

Tim Gentle has over 15 years experience in Marketing and 8 years developing websites. He has led more than 250 workshops for small businesses. He presents as a Workshop Leader for Small Business Victoria and privately via Design Experts Workshops & Seminars.

An expert in this field, Tim has a reputation for running excellent workshops. He provides current information that is relevant for small businesses. He involves the audience, evokes discussion and makes technical terms easy to understand.