

IDEAS 2 MARKET

MASTERCLASS

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.

This full day workshop will cover topics such as:

- Business model innovation
- Marketing techniques to build your brand
- How to prepare a social media strategy
- Innovation and new product development strategies
- Strategic IP management
- Capital raising options
- What to look for in collaborative partnerships

You'll also hear success stories from local business owners who have been there and done it all before.

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 1,200 entrepreneurs and small business owners to take their ideas to market.

“ Informative, motivational and necessary! This workshop is a must for any business aiming to grow. Thank you. ”

Tony Hartney | Placid Pools

“ Very relevant material, speakers knowledgeable and great to listen to. Any business owner/manager would walk away from this workshop with a better idea. ”

Lorraine Rocca | Excalibur Australia

“ After 30 years in business this workshop has answered many questions. Very informative! ”

Peter Hutchinson | Colony Printing

REGISTER NOW!

Visit www.ausicom.com/ideas2market to find scheduled workshops in your region and to register online.

t: 07 3364 0621

e: ideas2market@ausicom.com

Cost: \$110 per person (includes hard copy workbook and all catering)

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Masterclass Workshop Program

* please note: program may change slightly depending on availability of guest speakers

TIME	TOPIC
9:00am – 10:00am	Module One: Preparing for Growth <ul style="list-style-type: none"> Investigating the market and conducting essential market research Business model innovation: redesigning your business model to create growth
10:00am – 10:30am	Module Two: Strategies for Growth <ul style="list-style-type: none"> Exporting, Franchising and Expanding
10:30am – 11:00am	Morning Tea and Networking
11:00am – 12:00pm	Module Three: Innovation and New Product Development <ul style="list-style-type: none"> Three horizons approach to innovation Product development cycle Video – New product development
12:00pm – 1:00pm	Module Four: Intellectual Property Strategy <i>Presented by Shelston IP</i> <ul style="list-style-type: none"> What IP do you need to consider when growing a business? IP in new markets (overseas protection) Developing your IP management strategy
1:00pm – 2:00pm	Lunch and Networking
2:00pm - 3:00pm	Module Five: Marketing and Building Your Brand <ul style="list-style-type: none"> Building and protecting your brand Issues to watch out for when entering new markets How to develop a social media plan for your business
3:00pm – 3:30pm	Module Six: Funding for Growth <ul style="list-style-type: none"> Capital raising options What to look for in collaborative partnerships
3:30pm – 4:00pm	Afternoon Tea and Networking
4:00pm – 4:45pm	Case Study <i>Presented by local business owner</i> <ul style="list-style-type: none"> The story behind the business and reasons for expansion Tips for success when growing a business
4:45pm - 5:00pm	Tools to assist you <ul style="list-style-type: none"> Government programs and funding available The AIC and resources available for growing businesses

“ A great workshop full of essential information and very professionally managed. ”

Ton Wolf | Wauwy Design

Masterclass Workshop Program Dates

Gold Coast

Thursday 17 November 2011

Cairns

Thursday 15 March 2012

Mackay

Thursday 19 April 2012

