

Capital Region BEC online Newsletter April 2007.

We have a busy Newsletter for you this month.

You Invitation to the Federal Budget Breakfast, details of the first Capital Region Business Expo, the next Networking Breakfast to be held at the Expo, this month's workshops, info about a new business magazine and a free offer on the IP Toolbox Manual.

Interested? Read On!

2007 Federal Budget Breakfast

You are invited to attend the 2007 Federal Budget Breakfast on Wednesday 9 May 2007 at The Great Hall, Parliament House. Cost is \$66.

The guest speakers will be The Hon Peter Dutton MP (Minister for Revenue and Assistant Treasurer) Lindsay Tanner MP (Shadow Minister for Finance) Robert Gottliebsen (Business Commentator The Australian) with Master of Ceremonies – Jeremy Lasek

For further details and booking form please follow the link;

<http://www.crbec.com.au/Budget%20Breakfast%2007.htm>

Capital Region Business Expo- It's business to business, one on one!

How long would it take you to find and meet with hundreds of new customers?

The Capital Region Business Expo is an outstanding opportunity to:

- * Generate new leads for your business
- * Build awareness of the B2B product or service that you offer locally
- * Network with other B2B businesses
- * Conduct research of your local market
- * Establish the expertise of your staff
- * De-position a competitor.

The Expo is being held on Wednesday May 23 and Thursday May 24, at the Hellenic Club.

Delegates attend at no charge – plus they have the opportunity to enjoy up to 50 free business development seminars as well as meeting with all of our exhibitors.

Seminar topics address the information needs of local business in the area of marketing, finance, recruitment, management, assistance, regulations and technology – Sessions such as:

- * Establishing a point of difference for your business
- * How to put up your price
- * Your data-base as a marketing tool
- * Business Communication Workshop
- * How to fund your business

The Expo will comprise 3 and sometimes 4 concurrent seminars every hour of the two days. With quality information and such a broad range of sessions, the Capital Region Business Expo is guaranteed to bring to our sponsors and exhibitors, hundreds of eager, motivated and information-hungry local business operators – all who need to access B2B products and services locally.

Exhibition sites are NOW available at
www.capitalregionbusinessexpo.com.au

(Free registration for delegates will be available from mid-April).

Enquiries should be directed to 1300 55 32 35 or
info@regionaleventsaustralia.com

Networking Breakfast 23rd May 2007

Topic: " Third camel, fifth jar...and other fascinating tales about customer service".

Guest presenter: Debra Templar - Australian Retail Services

Over breakfast Debra will share her tips on how to keep focused on your customer needs whilst staying in front of your competitors in satisfying those needs.

After enjoying her presentation you will believe that customer service is what will provide the customer the most value - and us the healthiest revenues.

You don't have to be the best. You don't have to be all things to all people. You just need to deliver the elements that YOUR customers want that little bit better than anyone else does.

Please Note the different date and location: The Capital Region Business Expo 23rd May 2007, The Hellenic Club of Canberra Matilda Street, Woden.

For further details about the breakfast please follow the link:

<http://www.crbec.com.au/May%2007%20Breakfast%20Invite.htm>

More Networking Opportunities.

We have an exciting program of breakfast speakers lined up for you this year. Follow the link for details of all the breakfast speakers planned for 2007.

<http://www.crbec.com.au/Breakfast%20Speakers%202007.htm>

Business? - Is it for You!

Running your own business can be exciting, fun, demanding and stressful all at the same time.

So if you know someone who is thinking about starting their own small business? – Then here is a terrific introduction for them!

This FREE Workshop provides an overview of the realities of going into business, including all the risks involved.

For details and dates please follow the link:

<http://www.crbec.com.au/Other%20Pages/DSRD%20Workshops.htm>

Employ-Smart

Recruitment and Induction (or How to Avoid Hiring Nutters, Lemons and Layabouts) is the topic of another Workshop presented by Steve Jamieson.

This workshop will show you how to write a Job Description, how to conduct a job interview, what questions to ask, the critical question to ask a referee and heaps of other useful tricks when employing staff.

For details and dates please follow the link:

<http://www.crbec.com.au/Other%20Pages/ES%20Wshop.htm>

Workshops offer you fantastic opportunity to network so why not join us.

BEC Biz Magazine.

We are working on a new and exciting 12 page Magazine highlighting issues that are of real interest to small businesses in our region.

We have articles such as The Next Big Thing ... Key business growth trends, also Trade Marks vs Business Names, Marketing ideas for Small Business, Profit vs Cash Flow etc etc..

It will be A4 size and full colour and we will distribute it to the over 5000 business post office boxes throughout the 60 thousand square kilometres of the Capital Region.

If you are interested in being involved in this magazine please call Helena re advertising rates or article contributions.

The IP Toolbox Manual – FREE Copy

Behind every good product or service is an idea - that is intellectual property.

The IP Toolbox provides valuable information in a simple, user-friendly format about all IP-based issues that should be considered when starting up, maintaining, or growing a business.

It is a comprehensive 450 page guide to the identification, management, protection and commercialisation of IP. For details on how to get your FREE copy please follow the link:

<http://www.crbec.com.au/Resources/IP%20Toolbox.htm>

Visit the Capital Region BEC Website www.crbec.com.au for further items of interest to your business this month.