

DIGITAL BOOTCAMP





DIGITAL BOOTCAMP – CESSNOCK

All of us and our businesses are challenged by digital disruption and innovation. This seminar is to help you take these concepts head on. In just two day sessions you will have a transformational experience to the digital world.

Business Connect is a dedicated and personalised NSW Government program that provides trusted advice to help you start or grow your small business.

Day 1

Date Tuesday, 27 February 2018

Time 1:00pm to 6:30pm

Venue East Cessnock Bowling Club – Neath Street, Cessnock

Contact 1300 10 8880

Price \$100

Register <https://goo.gl/hKnCDu>

Day 2

Date Wednesday, 28 February 2018

Time 8:00am to 1:30pm

4 workshops + 4 hours of advisory*

* All new registrants to Business Connect Program gets 4 hours of fully subsidised advisory. If you are already registered and have used your fully subsidised advisory hours, you may book further advisory sessions by paying a nominal fee of \$25 per hour for regional business, and \$49 for metropolitan Sydney businesses. A total of 34 hours of subsidised training and support may be used over a three-year period.

DAY 1

SMALL BUSINESS DIGITAL READINESS

Is aimed at helping businesses understand what it takes to build a strong digital presence. Learn how to become a digitally ready business in the fastest possible time within a small business budget.

CUSTOMER PERSONAS & BUYING CYCLES

Understand who our ideal customers are, their needs, their buying behaviour, the way they buy, what they look for and how to win their business.

DAY 2

DESIGN THINKING AND LEAN STARTUP

Through a series of market testing businesses can now find out cheaply and in quick time which ideas work and which don't. Learn practically how to convert your business idea into a tested product or service.

GROWTH HACKING FOR SMALL BUSINESS

Growth hacking is a widely-used process by the fastest growing businesses for rapid growth using a variety of marketing channels and strategies to identify the most effective and efficient ways to grow a business in a digital world.

This event is brought to you by Business Connect, a NSW Government quality, personalised and highly subsidised business advisory program for NSW businesses.

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