



Molico Launches Molico Insights™ Program

Molico has announced the launch of Molico Insights™, a program for businesses of all sizes to showcase their capabilities, participate in informal training and information sessions; and take advantage of networking opportunities.

Whilst there are many associations in Australia, Molico Insights™ exists as a commercial entity, with stable leadership and a goal to assist all businesses to fill the gaps between networking and achieving revenue producing income from their goods or services.

A screenshot of the Molico Insights website homepage. At the top right is a search bar with the text "Search this site" and a magnifying glass icon. Below this is the main heading "WELCOME TO MOLICO INSIGHTS™" in large, bold, blue letters. To the right of the heading is a "Log in" button. Below the heading is a dark blue navigation bar with white text for "Home", "Membership", "Coming Events", and "News". The "Home" link is highlighted with an orange background. Below the navigation bar is a large banner image of hot air balloons. Overlaid on the right side of the banner is a white call-to-action box with the text "Join Molico Insights today to take advantage of our business building community." and a "JOIN NOW" button. Below the banner is a sub-heading "It makes sense to join Molico Insights™ if you want your business to grow." followed by a paragraph of text: "From networking events to training and Insight™ sessions, our basic membership will help your business become known in the local marketplace. Higher levels of membership include invite only events and being business ready to provide services to a broad market."

Most businesses in Australia have a great idea or solution to solve somebody else's problem, which creates another problem, of monetising their own efforts in helping others. This is where Molico Insights™ aims to provide information and informal training in each of its sessions, before opening the session to networking, so that all businesses can gain bespoke knowledge about the how-and-why of industries they are trying to monetise.

When asked about the program, Mike Johnson, Group CEO was effusive:

“Having been on the Boards of many industry and business associations in Australia, I can genuinely say that this initiative is aimed at providing true value for money for all participants. Unlike other networking events, where the room is full of sales people and not many decision makers, Molico’s events aim to attract a wide range of business roles, including procurement, executives, operations and of course, sales. Our key program content will add value to attendance, and we will aim for deals to be made at each event.”

Events are scheduled to begin in 2024, with a featured business holding each event at their location of choice, to highlight their capabilities and offerings as part of the schedule. Timings for events are generally 5:30 to 7:30pm, to allow for businesses to take full advantage of working hours.

More information about the program, including coming events can be found by visiting molicogroup.com.au/insights and clicking the “Visit Molico Insights” button.

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About Molico:

Molico is an Australian owned corporate services business providing a range of media, intelligence, data and management consulting services with a focus on mining, government, financial and aviation industries. Molico has partnerships with leading media platforms, technology providers and aerospace manufacturers. Its clients are some of the largest organisations in Australia. For more information visit: www.molicogroup.com.au

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