

Mon 6th March 11am ZOOM & 6pm ZOOM - Dealing with the Challenging State of Retail. Presented by Roger Simpson - Retail Sales Trainer & Author of The Ultimate Retail Sales Experience. In these sessions Roger will cover an overview of the current & future state of retail, recruitment & strategies, how to set your team up to succeed, provide excellent customer service & sales, and Q & A.

Thu 9th March 11am ZOOM & 6pm ZOOM – From Passion to Profit - Organising for Growth.

Presented by Ian Ash - OrgMent Business Solutions & Author of ‘Passion for Profit.’ Ever wondered why some businesses fail because they “Grew too quickly”? In these sessions Ian will show how to develop the right mindset to create a successful business and how to structure it properly so that the business owner can grow and scale it and at the same time enjoy a reasonable work/life/balance.

Tue 14th March 11am ZOOM & Wed 15th Mar 6pm ZOOM - Accommodation Short Term Rental Market & Business Models

Presented by Aaron Byerlee from Air Bnb Hosts. Whether you are an existing accommodation provider or looking at opening a BnB, Aaron will address the short-term rental market along with the 3 different business models you can run and how to profit from the short-term rental model with very little start-up cost. Aaron will cover how to systemise & automate as many of your processes as possible including pricing and algorithms on AirBnB & Booking.com to make sure you stay on page one, insurance & legislation, styling & fit-out tips and tricks, channel managing software.

Wed 22nd March 11am ZOOM & 6pm ZOOM - Business for Profit Session 1 - How to Double Net Profit. Presented by Ian Ash - OrgMent Business Solutions. Ian will demonstrate & show attendees how to create a simple business model for their business from which a clear understanding can be derived of the financial parameters that drive success. It also demonstrates how simple it is to double net profit and how the traditional view of increasing sales can be turned on its head.

Thu 23rd March 11am ZOOM & 6pm ZOOM - Business for Profit Session 2 - Finance Tips & Tricks. Presented by Ian Ash - OrgMent Business Solutions. Many business owners shy away from financials hoping to leave these to their accountant or bookkeeper but the reality is that a successful business owner has to know their numbers. This practical session presents the fundamentals that you need to know about your business financials and how to control them so that the business works for you and not the other way round.

Mon 3rd Apr 11am ZOOM & 6pm ZOOM - Strategic Planning Session 1 - Strategic Planning 101. Presented by Ian Ash - OrgMent Business Solutions. Successful businesses and business owners know where they are heading and how to get there. Defining this is a simple skill that can be acquired and in this workshop Ian will provide a simple way to define your business strategy.

Wed 5th Apr 11am ZOOM & 6pm ZOOM - Strategic Planning Session 2 - Goal Setting. Presented by Ian Ash - OrgMent Business Solutions. Goal setting is fundamental when addressing your business strategy. Ian will show you how to build on this through a simple technique for ensuring 95% chance of meeting your goals.

Fri 14th Apr 11am ZOOM & 6pm ZOOM - PR, Don't just read the News, Be the News - Presented by Ros Weadman, Strategic Communications & Reputation Specialist. Author of BrandCode & Enhance your Reputation. Ros will explain how the media works along with how to become the go-to person in your business/industry. Along with free resource material, attendees will learn what makes a story newsworthy, how to decode the 5 essential ingredients to a media release, story ideas for your business, how to pitch your story to journos and how to put a media kit together.

Fri 21st Apr 11am ZOOM & 6pm ZOOM - How to apply Emotional Intelligence to your Marketing Messages. Presented by Ros Weadman, Strategic Communications & Reputation Specialist. Author of BrandCode & Enhance your Reputation. Attendees will learn what Emotional Intelligence is and how to apply it to your marketing messages to connect with their target audience on a deep level so as not to waste time, effort & resources. Free resource material.