



MEDIA RELEASE

13th designedge Innovation FESTIVAL is underway

The 2017 designedge Innovation FESTIVAL will launch alongside the 2017 Belmont & Western Australian Small Business Awards on the 27th of April 2017 at the City of Belmont Civic Centre.

The Festival will incorporate over 95 events, forums, webinars and workshops, and will be staged over a 6 week period. The activities will be staged in Belmont Western Australia, however broadcasted nationally & globally ONLINE bringing together small business owners, innovators, designers, creatives and community organisations.

Carol Hanlon, CEO of Belmont Business Enterprise Centre Inc., TCFWA Inc. and Founder of designedge Innovation Festival said, "The 13th designedge Innovation Festival 2017 is supported by Belmont BEC, TCFWA, MyLeadPod, IP Australia, Department of Industry, Innovation & Science, Qbit and a range of supporting sponsors, supporters and volunteers,

"Our new major festival sponsor MyLeadPod program provides a professional reward online platform for individuals and businesses sending and receiving business leads, and Paul Faix, Founder & Director of MyLeadPod will be announcing our new Belmont BEC MyLeadPod at the Festival Launch, providing opportunities to many hundreds of small businesses to connect up for referral linkages with our very extensive small business network." Ms Hanlon said.

Some of the Festival highlights this year include:

May 9 MyLeadPod - Generate New Sales for Your Business - Workshop 9.30am-11am, Free Introduction of MyLeadPod, an app that enables you to find new customers, retain existing customers & provide business intelligence. Presented by Paul Faix, MyLeadPod, Venue: 3/216 Belmont Avenue, Cloverdale

May 9 Using IP rights to protect your brand (trade marks) - LIVE online webinar by IP Australia, 12noon-1pm Free. What is trade mark protection & how to register for your own trade marks

May 16 Getting the right IP to protect your creativity (design) - LIVE online webinar by IP Australia, 12pm-1pm Free. Focuses on designs, basics of intellectual property & design application process.

May 31 Belmont Business 'Ask an Expert' Sundowner - 7pm, Free AusIndustry will outline Innovation grant opportunities, guest speakers, networking, Venue: Function Room, 'The Belmont', 174 Wright Street, Cloverdale.

Free Webinar Vouchers are available during the festival with the support of our generous sponsors (valued \$30 each). Small businesses can view the range of online topics at www.belmontbec.com/2017innovation and email training@belmontbec.com for their voucher code. All booking and payment facilities are available online

General FESTIVAL Enquiries: Phone (08) 9479 3777
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www.fashionincubators.com

About:

Belmont BEC | BEC Global is a non-profit community organisation established in 1994, and has provided training and mentoring support services to over 25,000+ individuals and small businesses in WA and across Australia to start or improve their small business. Belmont BEC is a specialist in online virtual business incubation, women in business support and has developed an extensive range of Innovative projects and programs to support small businesses. www.belmontbec.com
www.bpwbusinessincubator.com

TCFWA | TCF Australia | TCF Global is a non-profit community organisation established in 1998 has assisted over 6,000+ designers and fashion industry small businesses with fashion business skill development, linkages in the global supply chain, International trade and industry networks. www.tcfwa.com www.tcfaustralia.com www.tcfglobal.com