

## **MEDIA RELEASE**

### **designedge Innovation Festival 2015 turns 11!**

The 11th designedge Innovation Festival 2015 will feature a staggering 90 events and will run from 15<sup>th</sup> of April through to the 28th May with events, workshops, webinars and networking and forums being staged in Belmont, Western Australia and broadcasted nationally ONLINE. The 90 events presented during the festival will bring together small businesses, innovators, designers, creatives and community organisations.

The 2015 designedge Innovation Festival is an associate festival of the Australian Innovation Festival and is supported by Belmont BEC, TCF Australia ONLINE Energy Efficiency Training & Mentoring Project, MY Business Incubator, BEC Global, TCFWA, BPW Business Incubator, TCF Global, sponsors, supporters and volunteers.

Many of the designedge Festival events this year will again be provided as webinars, so that small business owners across Australia can log in and enjoy the events from their office or home-based business over the internet. In addition, many talented speakers will be sharing their knowledge in locations around Australia.

Carol Hanlon, Founder of the designedge Innovation Festival said, "This will be our 11<sup>th</sup> year that we have co-ordinated the designedge Innovation Festival. This year marks the most events that we have ever run during the festival, and I'm excited to be able to provide such an array of great topics for small businesses nationally & globally via the event"

Some of the feature events in the 2015 designedge Innovation Festival include:

**Bookkeeping for Sole-Traders - Simplify and help run your successful business** – April 28, 9:30am-11am, \$44, Covering choosing the right system, what to keep, what you can claim, time and money saving tips. Practical solutions presented by Donna-Lee Vincent, Venue: Belmont BEC, 7 Fairbrother St. Belmont WA

**The Keys to Getting Publicity for Your Business** –May 5, 9:30am-10:30am, \$49, How anyone in business can get free publicity on TV, radio, newspapers, magazines and online and create more sales. Join journalist and publicity expert Sue Papadoulis from Publicity for Profit as she will walk you through the process of getting media exposure for you and your business. Venue: Belmont BEC, 7 Fairbrother St. Belmont WA

**The Four Key Principles For Maximising The Return On Employee Investment** - May 12, 9:30am-11:30am, \$47, How to maximise your workforce productivity and profitability, presented by David Osborne. Venue: Belmont BEC, 7 Fairbrother St. Belmont WA

**Preparing Award Submissions, Belmont Small Business Awards** - May 27, 1pm-1:30pm, Free, Venue: Belmont BEC, 7 Fairbrother St. Belmont WA., Tips on preparing your Award Submission & impress the Judging Panel.

**Belmont Business 'Ask an Expert' Sundowner** - May 27, 5pm-7pm, Free, Guest Speakers, Networking, Meet Business Experts, Venue: 'The Belmont', Cloverdale, WA

The designedge Innovation Festival will launch on the 22<sup>nd</sup> of April at the City of Belmont Civic Centre, prior to the launch of the 2015 Belmont Small Business Awards.

**To find out more about the events:**

BOOK ONLINE [www.belmontbec.com/calendar](http://www.belmontbec.com/calendar)

Enquiries: Phone (08)9479 3777

or [training@belmontbec.com](mailto:training@belmontbec.com) or check out [www.belmontbec.com/2015innovation](http://www.belmontbec.com/2015innovation)

All booking and payment facilities are available online.

**For further information about the Media Release please contact:**

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