

#### 54 Online Marketing Workshop\* \*, 18 May, 9.30-12pm Free

New trends in overseas online shops - Structure your Online shop: how to define the right categories, make the search easy - Get customer feedback - Online Services (Live chat, etc) - How to increase your sales - How to transform clicks into sales shopping online through your mobile: when does it come interesting?

**Venue: Belmont BEC, WA**

#### 55 Marketing for Small Fashion Businesses Webinar, 18 May, 12-1pm \$20

Developing a Fashion marketing strategy. Includes researching your market, evaluating your choices from the mix of marketing strategies. Presented by Clarisse Reynoso, TCFWA.

#### 56 Keep Customers Coming Back Workshop, 18 May & 24 May, 6-7.30pm By Invitation Only

Building a Goldmine database; Assessing your current customers; Creating Remarkable VIP Programs and understanding your market segments; Integrating online with offline marketing.

**Venue: Belmont Forum Shopping Centre, Cloverdale WA**

#### 57 Pricing & Costing Webinar, 18 May, 1.30-2.30pm \$20

Ensuring you have correctly calculated the cost of goods or services is vital for your business survival. Includes developing a Cash Flow Projection.

#### 58 Business Planning Simplified Webinar, 18 May, 3-4pm \$20

Develop a concise business planning strategy to use on an ongoing basis and identify key objectives and a working action plan for your business. If you are already in business, this will enable you to work ON your business and review and update your current Business Plan.

#### 59 Market your Message from the Stage Workshop, 18 May 1-4.30pm \$75

Get prepared to present confidently and ensure that your message is heard and targeted to your audience's needs. Presented by Peter Dhu, Public Speaking Dynamics. **Venue: Belmont BEC, WA**

#### 60 TCF Wednesday 'Ask an Expert' Forum, 18 May, 6-8pm Free

Networking Forum for the Fashion and TCF Industry. Guest speakers in eCommerce and Social Medias, Emerging Designers, models and global business opportunities **Venue: Traders Lounge, Hyatt Regency Perth, Perth WA**

#### 61 Insights into the European Fashion Industry Workshop, 19 May, 2-4pm \$40

Marketing, events and manufacturing Paris, Portugal, Spain and Italy; including Prêt à Porter, Paris. Presented by Clarisse Reynoso, TCFWA. **Venue: Belmont BEC, WA**

#### 62 How to Start Importing/Exporting Webinar, 24 May, 10-11am \$20

Lower the risks of failure when you are importing or exporting. Topics include market research, freight forwarding, international trade finance, legalities, quarantine and where you can seek help.

#### 63 Media Strategy - Using Online Tools Webinar\* \*, 24 May, 4-5pm Free

How to write a Press Release, distribute it and complement it with other online tools.

#### 64 SEO & Google Ad Words Webinar\* \*, 24 May, 5-6pm Free

SEO Site Structure, SEO Content, SEO External Links, Keyword Campaigns, Keywords Analysis, Meta Tags, Writing for Web, Case Study, Google SiteMaps, Site Submissions, Technical Trickery, Google Analytics, Google WebMaster Tools, Site Rankings, SEM, SEM Campaign Management.

#### 65 Keep Customers Coming Back Workshop\* \*, 25 May, 9.30am-12pm Free

Building a Goldmine database: Assessing your customers; Creating Remarkable VIP Programs & understanding your market segments; Integrating online with offline marketing; Impressive Competitions; Valuing Customers & Establishing Trust; Encouraging & Working with Customer Review; Business Alliances; Writing 'newsy' Newsletters with Style. **Venue: Belmont BEC, WA**

#### 66 Pricing & Costing Workshop, 25 May, 1-2.30pm \$30

Ensuring you have correctly calculated the cost of goods or services is vital for your business survival. Includes developing a Cash Flow Projection.

**Venue: Belmont BEC, WA**

#### 67 Networking for Business Growth Workshop, 25 May, 3.30-4.30pm \$35

What exactly is networking and how do you master it to get the results you want? How will you ever find the time for it? Presented by Ron Gibson, leading professional expert in business relationships, networking and referrals. **Venue: Belmont BEC**

#### 68 Google Tools Webinar\* \*, 25 May, 5-6pm Free

Google keywords tools - Create a Google adwords campaign - Brief overview of other helpful tools Google offer.

#### 69 Belmont Business Sundowner, 25 May, 5-7pm Free

Networking event for small business owners, management and staff to develop new business contacts and promotional opportunities

**Venue: 150 East Bar & Restaurant, 150 Great Eastern Highway, Ascot, WA**

#### 70 Starting a Fashion Label Workshop, 30 May, 9.30 - 11.30pm \$40

10 Steps to starting your own fashion label taking you through the steps of SWOT, sourcing, costing, marketing, fashion cycles. **Venue: Belmont BEC, WA**

#### 71 Avoiding Manufacturing Pitfalls Workshop, 30 May, 12-2pm \$40

With the correct guidance and total diligence you can minimise manufacturing problems before they become a major issue. **Venue: Belmont BEC, WA**

#### 72 Linking with Retailers & Agents Workshop, 30 May, 2-3pm \$20

What are retailers and agents really looking for? How do you reach them? Get valuable tips and insights. **Venue: Belmont BEC, WA**

#### 73 Fashion Industry IP - How to Protect Your Intellectual Property Workshop\* \*, 30 May, 3-5pm \$40

Designed specifically for the fashion and TCF industry to gain a better understanding on how to protect your fashion IP with its Branding, Trade Marks, Design, Licensing, Copyrights. Presented by Mark Pullen from Watermark. **Venue: Belmont BEC, WA**

#### 74 Safeguarding Your Intellectual Property Assets Workshop\* \*, 30 May 5:30-7:30pm \$40

How to identify and protect the IP in your business that is your Competitive Edge. Topics covered include Trade Marks, Patents, Inventions and Design, Copyrights etc. Presented by Mark Pullen from Watermark. **Venue: Belmont BEC, WA**

#### 75 Building Online Customer Bases Webinar\* \*, 31 May, 5-6pm Free

Live chat software, 'Upsell' theory, Online promotions & building your customer bases, monthly competitions, free gift with purchase schemes, using testimonials, export assistance, viral marketing, affiliate marketing plus the latest on mobile phone technology for web. Included case studies.

 [www.facebook.com/belmontbec](http://www.facebook.com/belmontbec)  
[www.facebook.com/tcfaustralia](http://www.facebook.com/tcfaustralia)

 [www.twitter.com/belmontbec](http://www.twitter.com/belmontbec)  
[www.twitter.com/tcfaustralia](http://www.twitter.com/tcfaustralia)

\*\*The Workshops & Webinars indicated with a (\*\*) are part of the TCF Australia Online Training & Mentoring Project and are available for free to small businesses with less than 20 Employees who have a current ABN. This project is an Australian Government funded initiative under the Small Business Online Program and is supported by the Textile Clothing Footwear Resource Centre of WA Inc. (TCFWA), Belmont BEC Inc. (BEC), designedge fashion incubator, Dept of Agriculture and Food WA - Wool Program (DAFWA), Business & Professional Women WA (BPW), Hong Kong Trade Development Council (HKTDC), Australian Network Management, Create Enterprises, One IT, sponsors, supporters & volunteers

\*The Workshops & Webinars indicated with a (\*) are Complimentary for current members of Friends of Belmont BEC, TCFWA or TCF Australia All our webinars are live presentations that require you to have internet access with audio or can be accessed via telephone linkage.

**LIMITED SEATING AVAILABLE - BOOKINGS ESSENTIAL FOR ALL WORKSHOPS**

**BOOK ONLINE** [www.belmontbec.com/workshops](http://www.belmontbec.com/workshops)  
Enquiries: Ph.(08)9479 3777 or [workshops@belmontbec.com](mailto:workshops@belmontbec.com)  
All booking and payment facilities are available online

# designedge innovation FESTIVAL 2011

Designedge Innovation Festival 2011 will run from 18th April through to 31st May with events, workshops, webinars, networking forums and displays being staged in Western Australia, South Australia and broadcast nationally online. Over seventy events will be presented during the festival bringing together small business owners, inventors, innovators, fashion designers and community groups. The 2011 Designedge Innovation Festival has a strategic link with the BEC Australia Innovation Festival being staged across Australia where both Innovation Festivals are recognised as associate festivals of the Australian Innovation Festival.

[www.ausinnovation.org](http://www.ausinnovation.org)

[www.designedge.net.au/2011innovation](http://www.designedge.net.au/2011innovation)

## Designedge Innovation Festival

Supported by



[www.tcfwa.com](http://www.tcfwa.com)



[www.belmontbec.com](http://www.belmontbec.com)



[www.designedge.net.au](http://www.designedge.net.au)

# designedge innovation FESTIVAL 2011



[www.ausinnovation.org](http://www.ausinnovation.org)



[www.tcfaustralia.com/online](http://www.tcfaustralia.com/online)

[www.designedge.net.au/2011innovation](http://www.designedge.net.au/2011innovation)



**1 Starting a Fashion Label Workshop, 18 April, 9.30-11.30am \$40**

10 Steps to starting your own fashion label taking you through the steps of SWOT, sourcing, costing, marketing, fashion cycles. **Venue: Belmont BEC, WA**

**2 Avoiding Manufacturing Pitfalls Workshop, 18 April, 12-2pm \$40**

With the correct guidance and total diligence you can minimise manufacturing problems before they become a major issue. **Venue: Belmont BEC, WA**

**3 Linking with Retailers & Agents Workshop, 18 April, 2-3pm \$20**

What are retailers and agents really looking for? How do you reach them? Get valuable tips and insights. **Venue: Belmont BEC, WA**

**4 BPW Belmont Networking & Dinner, 18 April, 5-9pm \$10/Dinner own cost**

A networking evening for business & professional women and guests. Guest speaker: Aboriginal Artist Jilalga Designs. **Venue: 150 East Bar & Restaurant, Belmont**

**5 How to Start Importing/Exporting Workshop, 19 April, 10am-12pm \$40**

Lower the risks of failure when you are importing/exporting. Topics include market research, freight forwarding, international trade finance, legalities, quarantine and where you can seek help. **Venue: Belmont BEC, WA**

**6 Social Media: A Role for Retailers Webinar\* \*, 19 April, 10-11am Free**

The fastest growing marketing tool ever is social media. Embrace this tool for your business and learn how to use it to grow sales (Twitter, Facebook & You Tube)

**7 Building Online Customer Bases Webinar\* \*, 19 April, 5-6pm Free**

Live chat software, 'Upsell' theory, Online promotions & building your customer bases, monthly competitions, free gift with purchase schemes, using testimonials, export assistance, viral marketing, affiliate marketing plus the latest on mobile phone technology for web. Included case studies.

**8 Starting a New Business Workshop, 20 April, 10am-12pm \$20**

Conduct a SWOT, develop goals, market research, rules, regulations, IP, licences, insurances, financial budgets, marketing, and business planning. **Venue: Belmont BEC, WA**

**9 Pricing & Costing Webinar, 20 April, 1-2pm \$20**

Ensuring you have correctly calculated the cost of goods or services is vital for your business survival. Includes developing a Cash Flow Projection.

**10 Marketing for Small Business Webinar, 20 April, 3-4pm \$20**

Marketing strategies for businesses starting out or with a limited budget, and show you how to make the most of your marketing dollars.

**11 Official Launch - Designedge Innovation Festival & Belmont Small Business Awards 2011, 20 April, 6-8pm By Invitation Only**

Action packed Launch featuring entertainment, guest speakers and an exciting new program launch. **Venue: Civic Centre, City of Belmont**

**12 Fair Work Webinar, 21 April, 1-2pm \$20**

Fair Work explained – what the changes to the national system since 1st January 2010 mean for your business. What are the National Employment Standards, what are Modern Awards? What flexible working arrangements are possible, and what are the paid and unpaid Parental Leave entitlements. Presented by Sarah Lynch - HR Virtual Assistant

**13 Mobile Web Marketing Strategy Workshop\* \*, 27 April, 9.30am-12pm Free**

Mobile website comparisons, optimum consumer experience, redirections, Australian mobile usage statistics, generating qualified mobile leads, building databases, mapping, mobile inventory, measure & track your advertising spend, mobile direct special offers, etc. **Venue: Belmont BEC, WA**

**14 Marketing for Small Fashion Businesses Webinar, 27 April, 1-2pm \$20**

Developing a Fashion marketing strategy. Includes researching your market, evaluating your choices from the mix of marketing strategies. Presented by Clarisse Reynoso, TCFWA.

**15 Networking for Business Growth Workshop, 27 April, 3.30-4.30pm \$35**

What exactly is networking and how do you master it to get the results you want? How will you ever find the time for it? Presented by Ron Gibson, leading professional expert in business relationships, networking and referrals. **Venue: Belmont BEC**

**16 Media Strategy - Using Online Tools Webinar\* \*, 27 April, 4-5pm Free**

How to write a Press Release, distribute it and complement it with other online tools.

**17 Social Media: TWITTER Webinar\* \*, 27 April, 5-6pm Free**

Creating a Twitter account - Finding relevant "followers" - Using your Twitter account to drive traffic to your blog.

**18 Meet the Inventors, 2-5 May, 9am-5pm Free**

Meet the inventors & innovators of some great new and exciting products that cover areas of water saving, household, safety, health and medical developments. Supported by Inventors Assistance Australia.

**Venue: Belmont Forum Shopping Centre, Cloverdale WA**

**19 Aspects Of Online Shop Workshop\* \*, 2 May, 9.30am-12pm Free**

New trends in overseas online shops - Structure your Online shop - Get customer feedback – Online Services (Live chat, etc) - increase your sales - transform clicks into sales shopping online through your Mobile phone - Outsourcing and managing your website functionality; when does it become interesting? **Venue: Adelaide**

**20 Marketing Your Online Shop Workshop\* \*, 3 May, 9.30am-12pm Free**

Market research for online shops - Pricing policy for different markets - Frequency to launch new products –Building Promotional strategy – Using Discount or loyalty program effectively - make customers come back - Outsourcing for business essentials - online business Marketing Plan, etc **Venue: Adelaide**

**21 How to Start Importing /Exporting Webinar, 3 May, 10-11am \$20**

Lower the risks of failure when you are importing/exporting topics include market research, freight forwarding, international trade finance, legalities, quarantine and where you can seek help.

**22 Open Source Software Webinar\* \*, 3 May, 5-6pm Free**

Open Source Software: LAMP, CMS, eCommerce, Wikis, Open Office, Sugar CRM, Asterix PBX, Linux, SAMBA File Server, Cloud Based Applications etc.

**23 Glass Artist Studio - Open House, 4 May, 10am-12pm Free**

Meet Jill Yelland and experience the inner workings of a glass artist in her design studio. **Venue: 1/95 Robinson Avenue, Belmont WA**

**24 Pricing & Costing Workshop, 4 May, 12.30-2pm \$30**

Ensuring you have correctly calculated the cost of goods or services is vital for your business survival. Includes developing a Cash Flow Projection.

**Venue: Belmont BEC, WA**

**25 Online Customer Database Workshop\* \*, 4 May, 9.30am-12pm Free**

Online promotions & building customer bases, monthly competitions, free gift (purchase schemes), attract customers, testimonials, expanding sales into export markets, viral & affiliate marketing, mobile phone technology for web, etc. **Venue: Adelaide**

**26 Social Media: FACEBOOK Webinar\* \*, 4 May, 5-6pm Free**

Creating a Facebook profile - Creating a Facebook page - Finding relevant "friends" and "fans" - Creating a Facebook ad campaign.

**27 First Click- Get Started with Computers, Wednesdays & Fridays, 4-27 May, 9:30-11:30am or 12:30-2:30pm Free**

Learn the basics in a 4 week course of using a computer, word processing, send & receive emails and surf the net.

**Venue: Jacaranda Community Centre Inc., 146 Epsom Av. Belmont WA**

**28 Second Click- Develop Your Computer Skills, Tuesdays & Thursdays, 3-26 May, 9.30-11:30am or 12:30-2:30pm Free**

Improve your use of the computer with 4 week course of email, managing documents and using the internet. **Venue: Jacaranda Community Centre Inc., Belmont WA**

**29 Starting a New Business Workshop, 5 May, 10am-12pm \$20**

Conduct a SWOT, develop goals, market research, rules, regulations, IP, licences, insurances, financial budgets, marketing, and business planning. **Venue: Belmont BEC, WA**

**30 Business Planning Simplified Workshop, 5 May, 1-2.30pm \$30**

Develop a concise business planning strategy to use on an ongoing basis and identify key objectives and a working action plan for your business. If you are already in business, this will enable you to work ON your business and review and update your current Business Plan. **Venue: Belmont BEC, WA**

**31 Improve Your Cash Flow by Efficient Credit Management and Debt Collection Webinar, 10 May, 10-11am \$20**

Find out how to make your credit management and debt collection more efficient. Topics covered include why you must have a "Contract" and what form it should take, "Terms and Conditions" and "Credit Application" forms, ways to increase payment of bills, and Telephone Tips for dealing with slow payers. **Venue: Belmont BEC, WA**

**32 ICFI Info Forum, 10 May, 1.30-2.30pm Free**

Information Forum on the Third International Conference of Fashion Incubators being held in Perth, WA. **Venue: Belmont BEC, WA**

**33 Convert Phone Enquiries into Profits Workshop, 10 May, 3.30-4.30 pm \$20**

In this current economic climate, your small business requires a cutting edge to stay in business. Every phone call or walk in is an opportunity and excellent communication and presentation skills will give you the advantage over your competitors. Turn all your enquiries into customers before they go elsewhere. Presented by Ava Lucanus, Edge Communication. **Venue: Belmont BEC, WA**

**34 Cloud Computing Webinar\* \*, 10 May, 5-6pm Free**

What is Cloud? Who is using Cloud? Providers of Cloud Networks, Private Clouds, Applications on the Cloud, Using Cloud Computing in My Business, How to protect your business data offsite. Data Backups using the Cloud. Privacy Issues and Cloud Computing. Includes Google Docs, Google Calendars and eBook Readers.

**35 Local marketing of your website Workshop\* \*, 11 May, 9.30am-12pm Free**

People in your own region are searching for your products and services. Be found: understand the key points for local website promotion – combining online and offline advertising to achieve results – jumpstart your online strategies and market effectively locally – create alliances to build local business networks – working with local affiliates – benefits of reciprocal links with complementary businesses – providing regular valuable local information – what is local news – establishing trust and expert-ease – be relevant to your local market. **Venue: Belmont BEC, WA**

**36 Starting a New Business Webinar, 11 May, 1-2pm \$20**

Conduct a SWOT, develop goals, market research, rules, regulations, IP, licences, insurances, financial budgets, marketing, and business planning.

**37 Submitting Tenders Webinar, 11 May 2.30-3.30pm \$20**

Develop your expertise at writing and submitting tenders: How to approach writing the tender bid, coordinating key people in your organisation, what to look for in the tender, and Tips for writing good Tender submissions and proposals.

**38 Marketing for Small Business Webinar, 11 May, 4-5pm \$20**

Marketing strategies for businesses starting out or with a limited budget, and show you how to make the most of your marketing dollars.

**39 Social Media: LinkedIn Webinar\* \*, 11 May, 5-6pm Free**

Getting started with LinkedIn - Using LinkedIn to promote your business - Combining all your social networking accounts and maximise your coverage.

**40 Start a Fashion Label Webinar, 12 May, 10-11am \$20**

10 Steps to starting your own fashion label taking you through the steps of SWOT, sourcing, costing, marketing, fashion cycles.

**41 Avoiding Manufacturing Pitfalls Webinar, 12 May, 11.30am-12.30pm \$20**

With the correct guidance and total diligence you can minimise manufacturing problems before they become a major issue.

**42 Linking with Retailers and Agents Webinar, 12 May, 1-2pm \$20**

What are retailers and agents really looking for? How do you reach them? Get valuable tips and insights.

**43 Belmont Clothes Library, 13 May, 10-11am Free**

Update on the Belmont Clothes Library, "Hand It On" project of corporate dressing for the unemployed and disadvantaged. Reuse-Recycle-Donate. Presented by Carol Hanlon, TCFWA. **Venue: Belmont BEC, WA**

**44 Indigenous Textiles and Design, 13 May, 11am-12pm Free**

Uncover opportunities for new product development & linkages with Australia's indigenous designers by Carol Hanlon, TCFWA. **Venue: Belmont BEC, WA**

**45 TCF Global Community Sewing projects, 13 May, 1-2pm Free**

Update on TCF Ormoc, Philippines Village sewing centres and linkages with TCF Sri Lanka, hand weaving opportunities. Presented by Carol Hanlon, TCFWA. **Venue: Belmont BEC, WA**

**46 TCF Online Forum-Sourcing Databases & Offshore Linkages\* \*, 13 May, 2-4pm Free**

Understand how to source from Hong Kong, China and India. TCFWA Buying Mission opportunities re airfare & accommodation support. Presented by Carol Hanlon, TCFWA **Venue: Belmont BEC, WA**

**47 E-Commerce and grow sales as a Retailer Webinar\* \*, 16 May, 10-11am Free**

The mobile phone has become your most effective marketing tool. But how do you use it to grow sales? How retailers can use QR codes as well as build and enhance their online sales presence to grow sales in your business.

**48 BPW Belmont Networking & Dinner, 16 May, 5-9pm \$10/Dinner own cost**

A networking evening for business & professional women and guests. Guest speaker: Tanya-Danielle Gillis from Cares for You - topic: "Dealing with difficult people" **Venue: 150 East Bar & Bar Restaurant, Belmont WA**

**49 Starting a Business Workshop, 17 May, 10am-12pm \$20**

Conduct a SWOT, develop goals, market research, rules, regulations, IP, licences, insurances, financial budgets, marketing, and business planning. **Venue: Belmont BEC, WA**

**50 Climate and Energy Security, 17 May, 1-2pm Free**

David Archibald B.Sc , Perth-based scientist & author, predicts that the Earth's atmosphere will cool by 2 degrees next decade due to solar effects, and that increased atmospheric carbon dioxide is wholly beneficial, outlining the optimum path for Australia's energy security. **Venue: Belmont BEC, WA**

**51 Dealing with the Climate Change Debate, 17 May, 2.30-3.30pm Free**

Suggestions and discussion on how the non-expert can approach the climate change debate. Speaker Steve Wolff B.Sc PhD **Venue: Belmont BEC, WA**

**52 How To Brief Your Website Developer Webinar\* \*, 17 May, 5-6pm Free**

Website Purpose, Measuring Return on Investment (ROI), Build your own website, Choosing a Web Developer, Brochure Websites, CMS, eCommerce, Payment Gateways, Domain Names and IP, Choosing a Developer, Choosing a Host, Website Development Contracts, Website Requirements, Preparing Content and Materials for a Website, Website Development Processes, Sitemaps, WireFrames, Design Concepts, Browser Testing, Ongoing Website Maintenance, Ongoing Marketing Activities.

**53 Using Online Resources to Market Your Retail Business Workshop\* \*, 17 May & 25 May, 6-7.30pm By Invitation Only**

Outsourcing vs. Do-It-Yourself Management; market your business using free and low-cost online resources. Demystify the complexity and customise a workable marketing plan for you. **Venue: Belmont Forum Shopping Centre, Cloverdale WA**